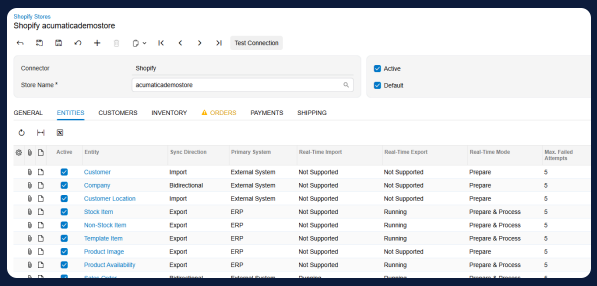
Acumatica
The Cloud ERP



# Shopify B2B Connector

## For blended and dedicated B2B storefronts

Scale your ecommerce business on the Shopify platform with back-office automation for item management, order fulfillment, and warehouse management. Capture online and offline orders from business and consumer customers, and make them all visible in Shopify.




## Grow B2B sales and loyalty with Shopify

Acumatica's native integration connects your Shopify store with Acumatica's financials, order management, inventory, warehouse management, and product information — a flexible back office that scales with your company.

### Give corporate buyers a frictionless experience

- Invite multiple buyers per company to view customer-specific pricing, purchasing history, and their own payment options.
- Run a blended webstore for B2B and B2C sales, or give B2B customers their own dedicated buying environment.

### Manage every order from one place

- Offer stock items, digital items, and variants to customers.
- Manage webstore, phone, and in-person orders in Acumatica, visible to buyers in Shopify.
- Export inventory levels per item and per unit of measure, and let buyers save multiple carts to review, edit, or check out later.
- Eliminate duplicate data entry with bi-directional connectivity that automates the hand-off from storefront orders to fulfillment and billing.

### Handle returns and exchanges

- Streamline customer returns, exchanges, refunds, and credits, using a complete view of their buying history.

### Protect every transaction

- Manage all financial transactions in accordance with industry best practices, including bank-level security and PCI compliance, with administrator-assigned user permissions restricting access to platform data.

## Key business benefits

**Have real-time, back-end visibility into your online transactions** – financials, sales orders, warehouse, and inventory.

**Reduce online risk** with credit monitoring capability and place risky orders on hold.

**Delight customers** with a personalized buying process and support for unique pricing and payment terms.

**Connect to as many Shopify stores as you need** and capture sales orders from all online and offline channels.

**Reconcile full and partial exchanges** automatically, with accurate inventory and financial impact.

**The Shopify B2B integration is built into Acumatica** – no additional software to purchase.

## Related resources

Omnichannel Greatness

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Retail KPI Metrics

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> "It's robust, it's flexible, it's simple, it also has an API so as you need to connect [Shopify, et al] into it, there's an ability for that as well... To us, that's what it means to be a connected and digital business."
>
> – Bryan Papè, Founder and CEO, MiiR

> CUSTOMER STORIES

# Capabilities

## B2B BUYING EXPERIENCE

### B2B Customer Hierarchy
Let your B2B customers establish multiple buyers on behalf of the company.

### B2B Customer Specific Pricing
Set flexible pricing in Acumatica by customer, location, or customer tier, and sync it to your Shopify site.

### Product Catalogs
Export only preferred items and customer data to your storefront using filters based on each customer's log-in.

### Streamline Checkout
Buyers enter an internal PO number at checkout, captured on the sales order, and see their specific payment terms.

### Payment Credit Terms
Map Shopify payment terms to Acumatica credit terms to streamline collection activities between platforms.

### Discounts and Promotions
Configure company-specific volume-price-break rules, discounts, or promotions in Acumatica and sync them to Shopify.

### Product and Price Visibility
Manage visibility and pricing by customer type or location, syncing only items with active sales or promo prices.

## DATA SYNCHRONIZATION

### Real-time Bi-directional Communication
Transmit data between Shopify and Acumatica as orders are placed. Buyers see all past orders, online or offline, in My Account.

### Product Information Sync
Display real-time title, description, category, price, images, inventory per store, and metadata.

### Sync with Shopify Meta Fields
Import, export, and filter Shopify meta fields for stock items, orders, and customers.

## ORDERS AND STORES

### Order Synchronization
Shopify eCommerce and Shopify POS orders are automatically aligned between Shopify and Acumatica.

### Create Quotes from Shopify Draft Orders
Import Shopify draft orders into Acumatica as sales quotes.

### Synchronize Shipments
Create a separate shipment and tracking number in the online store for each box. Ship small parcels with UPS, FedEx, and USPS through the EasyPost and ShipStation platforms, with LTL freight supported through Acumatica Marketplace apps.

### Personalization
Encourage customers to personalize items with engraving, artwork, or other custom additions.

### Multiple Shopify Stores
Connect Acumatica to as many Shopify stores as you operate. Manage store data separately or uniformly.

### Segment Shopify Stores – or Not
Serve B2B and B2C buyers from one blended store, or build separate storefronts for corporate and consumer customers.

## FINANCIALS AND RETURNS

### Unified Management of Returns and Fees
Handle returns, refunds, and exchanges in Acumatica. Full and partial exchanges keep the original order reference, with restock and fulfillment updates synced to Shopify.

### Default Currency
Import Shopify orders, payments, and refunds in the Shopify default currency or the entity's base currency.

### Tax Rate Mapping
Handle multiple tax lines with the same tax ID but different rates using a standardized substitution list.

### Reduce Fees with Acumatica Payments
Offer a secure checkout experience by connecting Acumatica Payments directly with your Shopify stores.

## ABOUT SHOPIFY

Shopify is a leading global commerce company, providing trusted tools to start, grow, market, and manage a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for reliability, while delivering a better shopping experience for consumers everywhere. For more information, please visit **www.shopify.com**.

## ABOUT ACUMATICA

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit **www.acumatica.com** or follow us on **LinkedIn**.

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