

Shopping Cart Integration for ERP System

Unified approach



USE CASES

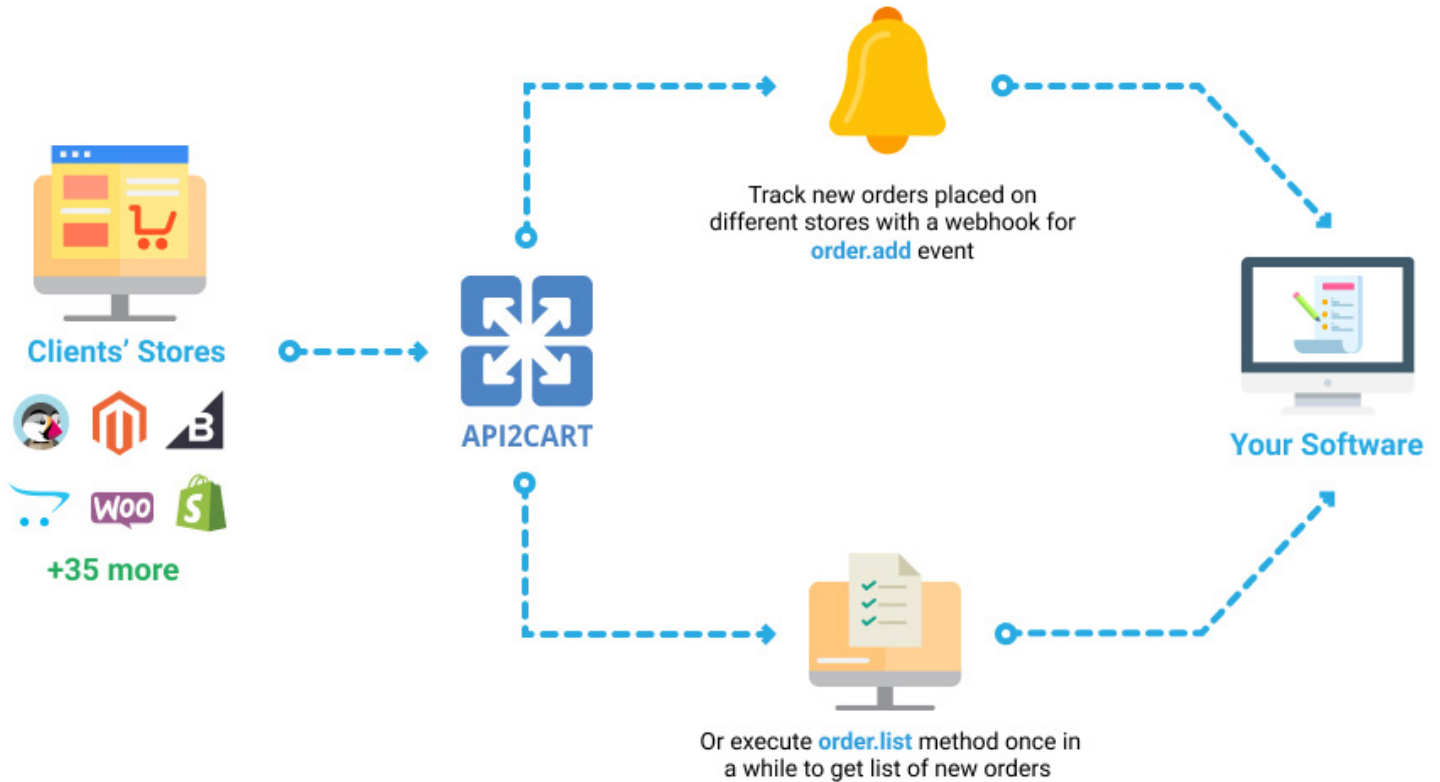
Sync inventory across all eCommerce sales channels

Keeping inventory data accurate and in sync across all stores and marketplaces is vital for retail businesses

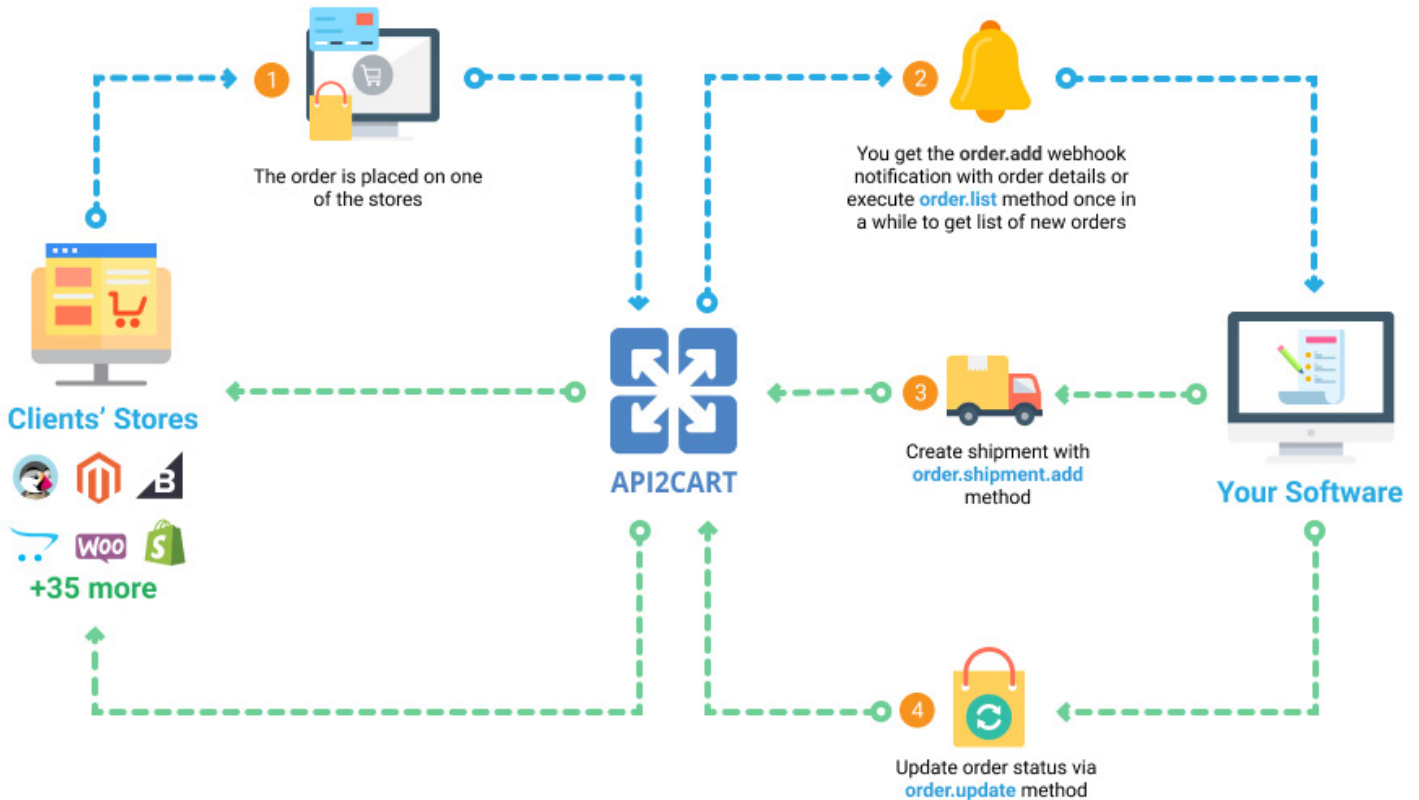


Collect orders from multiple sales channels

With API2Cart it is easy to get know about new customer orders placed on different stores, sites and marketplaces

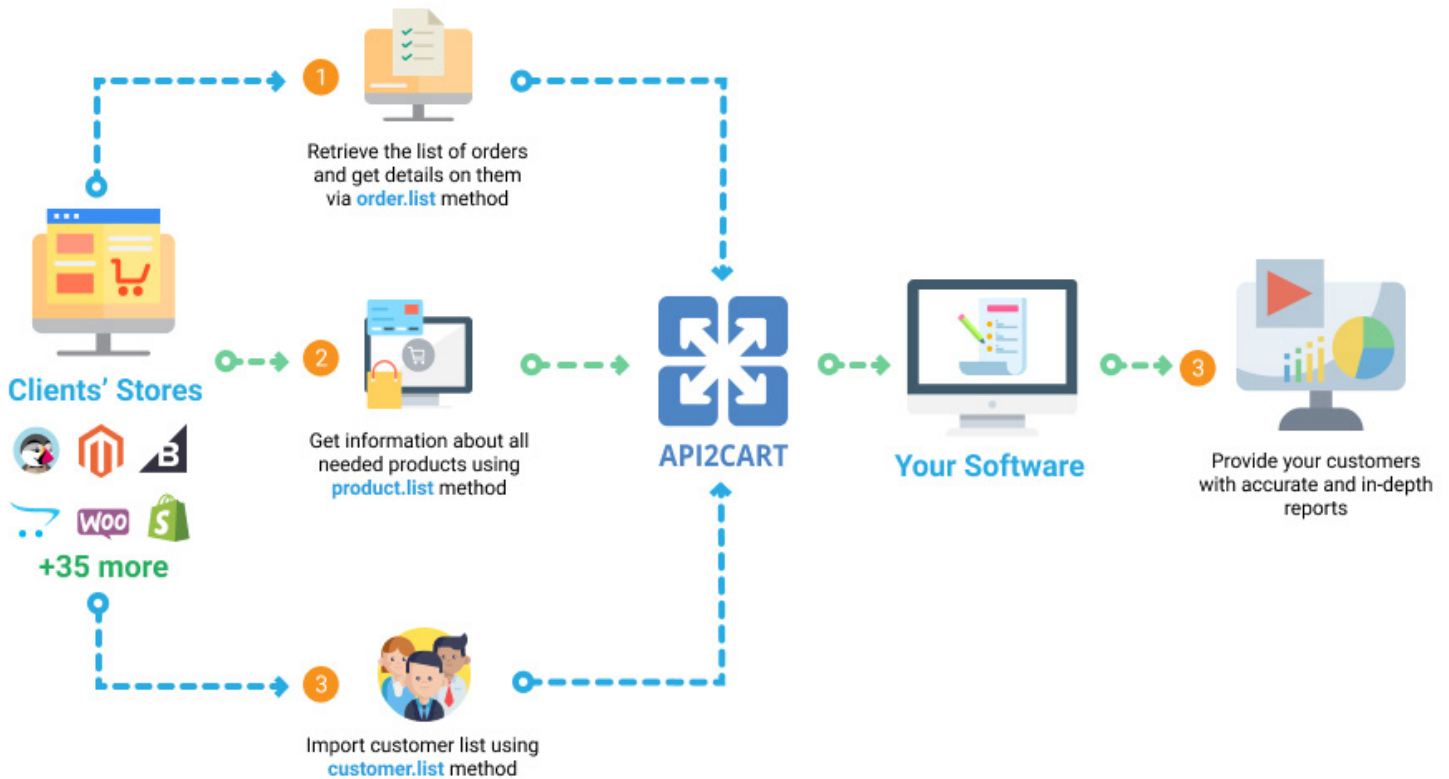


Create shipments and update order statuses automatically



Form accurate reports

With API2Cart it is easy to get know about new customer orders placed on different stores, sites and marketplaces



Why ERP System Needs Integration with Shopping Platforms?

Enterprise Resource Planning system (ERP) is all in one system that takes care of everything. It manages the most important business processes such as monitoring inventory levels, processing orders, optimizing shipping process, providing customized reports and more. Running these functions depends on the availability of customer, order, product, and category data.

Seamless integration with eCommerce marketplaces and shopping carts is of paramount importance for such systems. It enables them to get store data, organize it into data feeds, and update across all channels.

No matter how daunting this sounds, integrations are unavoidable. What is avoidable, however, is more integrations and the problems they entail.

API2Cart makes integration with multiple shopping carts and marketplaces so much easier, faster and cheaper. Also, API2Cart takes care of further multi-platform maintenance. You integrate with the API once, get connected to more than 35 e-commerce platforms, and don't worry about upgrading your code every time new versions of carts come out.

How shopping cart integration builds a critical link in the chain

For you, as an ERP software provider, retailers' online stores and marketplaces are a valuable asset because that is where the information on products data, orders, shipping, stock levels etc is stored.

On the level of code and transactions, info from stores powers the majority of features and internal processes that every ERP system covers. In particular, integration with customer stores via API2Cart enables the software to do the following:

- retrieve products lists along with prices, images, descriptions, attributes, variants, categories, etc.
- synchronize inventory on all storefronts to show accurate items quantity
- get lists of orders, as well as order details
- determine shipping details (e.g. names, addresses, tracking orders, and carriers)
- organize the data in detailed reports

Quality of ERP software depends on its level and quality of integration with shopping carts. Integration means tying your application with a third party, so should something go wrong and an information loss or distortion occurs, and a whole lot of integrated processes will go on the blink. The consequence of this will be, that first your customers, and then you, will suffer losses.

The best way to integrate safely is to invest into a well-coined connection via API2Cart Unified Shopping Cart and Marketplace API. Having dealt with hundreds of integrations, our team have learned the pain points that various web and mobile applications face. With these in mind, **we crafted our unified API that lets your product seamlessly communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.**

API2Cart Methods for ERP System

API2Cart has rich capabilities for ERP software. We provide the whole scope of functionality to get and manage all needed info on orders, products, inventory levels, customers, shipments, etc. Let's dig deeper into the methods which help to perform the integration.

Inventory control

Keeping inventory data accurate and in sync across all sales channels is vital for retail business.

You get notified about the order via webhook for **order.add** event or retrieve new orders via **order.list** method.

You can update stock quantities on all sales channels via **product.update** method using *increase_quantity* and *decrease_quantity* parameters.

Import orders

With API2Cart it is easy for your software to gather orders from different stores. There are two ways to learn about new orders on stores.

- Webhook for **order.add** event

First is setting the webhooks for order.add event to get notified every time the new order is placed. Using webhooks is much more beneficial way in comparison to polling an API, as it decreases the server load, saves API requests, and provides more up-to-date info.

- **order.list** method

Another option for tracking new orders is executing **order.list** method once in a while to get list of products to be imported to your system. Filter orders by create time with *created_from* and *created_to* parameters.

Automate shipping

Automatically insert shipment tracking url or update tracking info into the ecommerce store by using **order.shipment.tracking.add** to seamlessly notify end customers.

Create shipments and add tracking numbers to orders with help of **order.shipment.update** and **order.shipment.add** methods.

Update order statuses via **order.update** method.

Work with Categories

API2Cart provides ability to work with categories in a number of ways. In particular, we have the following methods:

[category.add](#)

[category.assign](#)

[category.image.update](#)

[category.delete](#)

[category.unassign](#)

[category.image.delete](#)

[category.update](#)

[category.image.add](#)

Make reports

Let your customers monitor the performance on each sales channel through analytics and reports. Use the following methods to retrieve the information on stock levels and customers:

[order.list](#)

[customer.list](#)

[product.list](#)

Key Challenges of in-house integration (multiply by the number of connections)

The integration steps mentioned above imply software vendors looking to integrate with shopping carts and other related systems will have to deal with the following challenges:

1. Time.

On average, an integration takes 4-12 weeks to develop. In this time the responsible developer will learn the platform logic and architecture, put effort into reducing the friction between the product and the system, and very likely find themselves off base a couple of times.

2. Expenses.

Be ready to pay a set sum of a few thousands of dollars plus maybe extra if the need for additional development occurs. After the integration is complete and iterated to success, it will need developer work and attention because new versions will appear and this will mean upgrades to make. Plus, your clients might request modifications and custom enhancements.

3. Human resources.

Each integration is both tons of work to do and a separate thorn in the side that never goes away after the work is done, that someone has to deal with. For better and more reliable results, you will want the someone to be dependable and expert, and that is not easy to find and hard to allocate if they are a part of your product team.

How API2Cart helps

Having dealt with hundreds of integrations, our team have learnt the pain points that various web and mobile applications face. With these in mind, we crafted our unified API that lets your product communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.

Speaking the language of benefits, API2Cart offers you to do the following:

▶ **Enhance your functionality faster**

Our unified API eliminates the need to develop separate integration for each platform. Integrate once, get the data required from the platforms needed.

▶ **Expand your market share dramatically**

Win more clients by having access to data from stores built on the shopping cart they use. Each integration means another thousands of users need you.

▶ **Reduce cost, save time**

You connect to dozens of platforms via one integration. It's months of expensive development work avoided.

▶ **Save resources**

Concentrate on what matters for your business. We take care of platform updates.

Speaking the language of tech, API2Cart lets you do the following:

1. Integrate your product with more than 30 shopping carts via one API
2. Add stores to join the 50k+ stores successfully connected by other clients of ours
3. Avoid the need to maintain each connection separately
4. Synchronize data from stores with your product real time via webhooks enabled
5. Escape mapping headaches

**Let us know if you have any questions.
We'll be happy to discuss them in any form you like.**

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