

Shopping Cart Integration for Warehouse Management Software

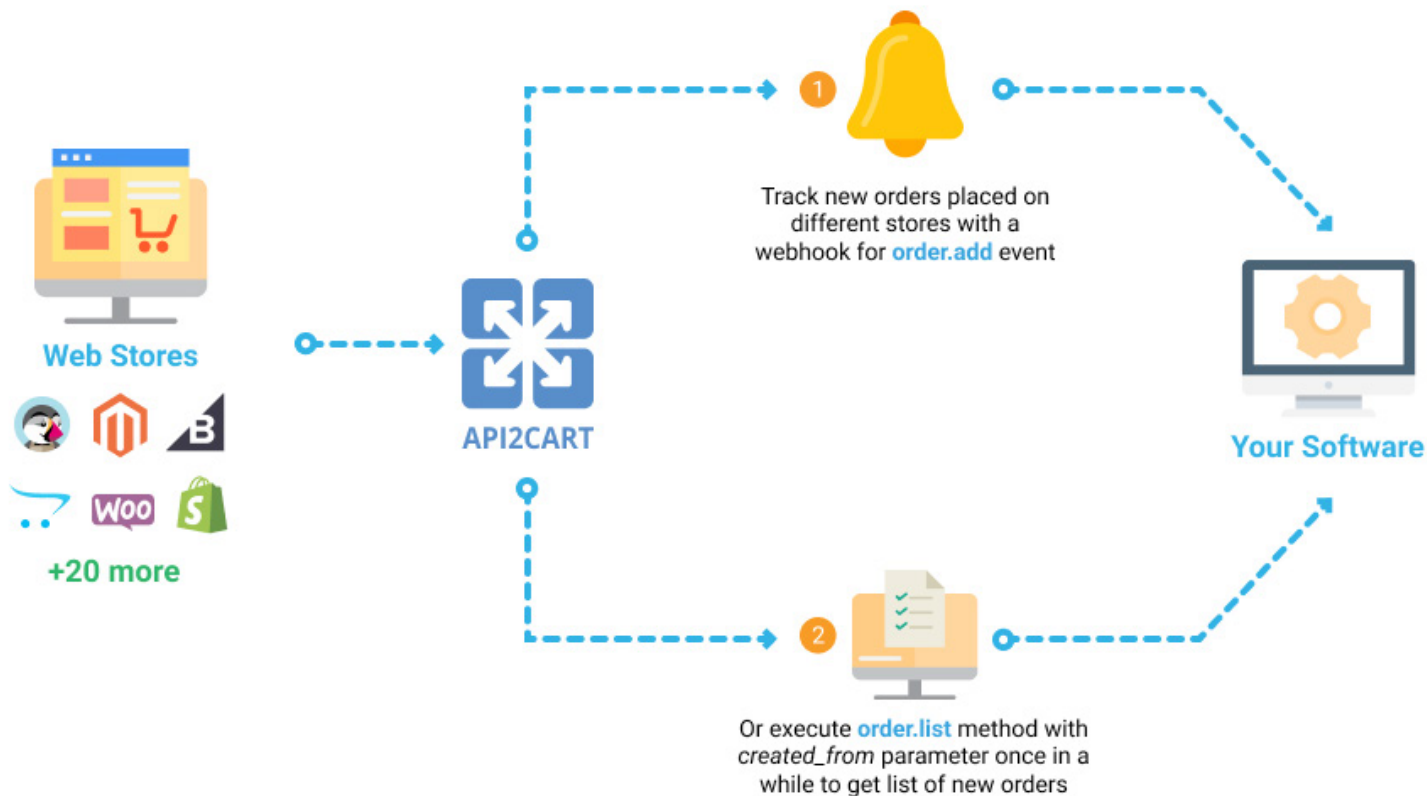
Unified approach



USE CASES

Import orders from multiple sales sources

With API2Cart it is easy to sync customer orders from multiple stores, sites and marketplaces into your platform



Sync inventory across all sales channels

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

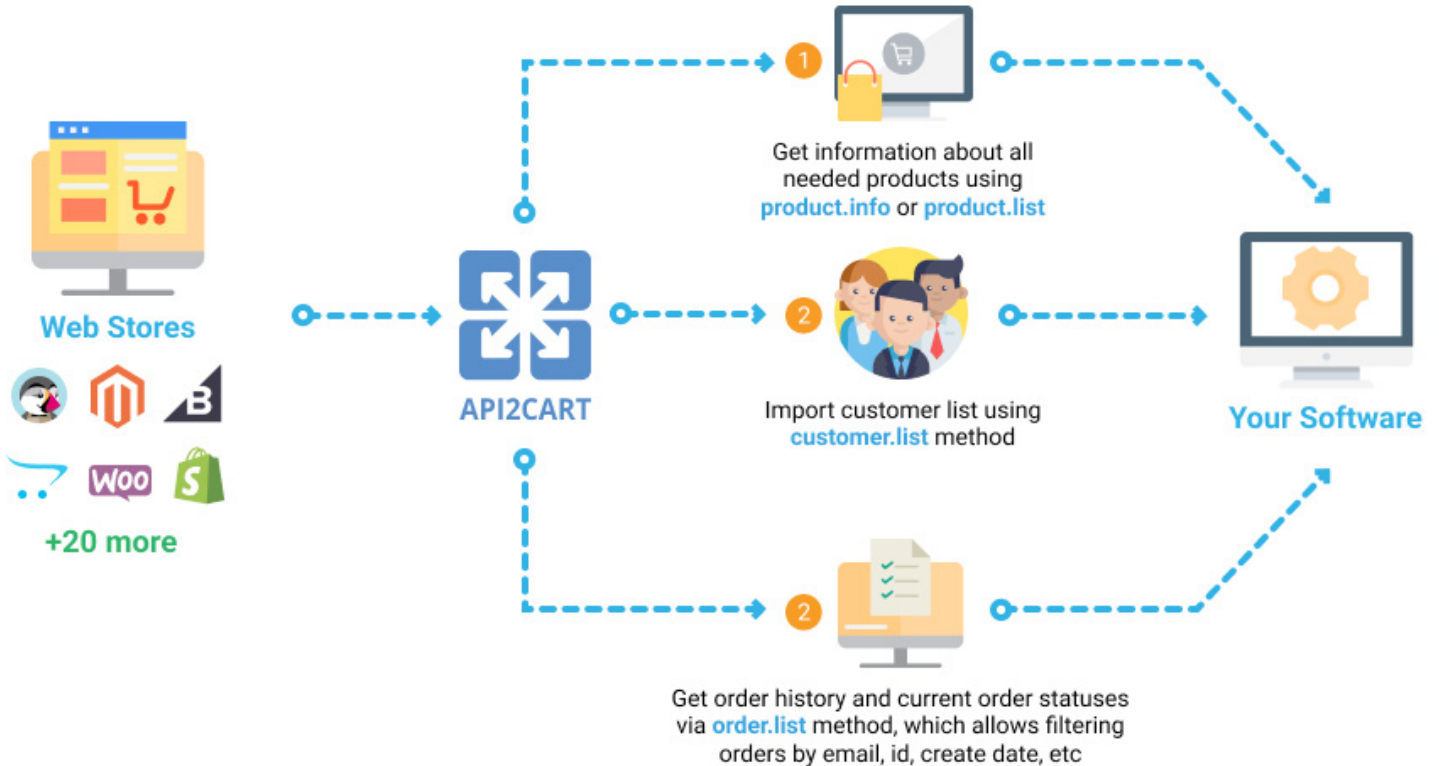


Create shipments and update order statuses automatically



Make reports based on first-hand, real-time data

API2Cart allows accessing rich data for all kind of reporting, that helps retailers to predict spikes in product demands, avoid overstock and out-of-stock situations, etc.



Why Warehouse Management Software needs integration with Shopping Platforms?

Warehouse management system (WMS) is an essential tool for any growing retail business. It organizes a large scope of work. In particular, it covers operations like order fulfillment, shipment tracking, managing stock levels, updating order statuses. **WMS software greatly depends on integration with shopping carts**, as carrying out key functions requires an ability to access and process order, customer and product information from online stores.

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 a WMS provider, merchants' e-shop is a valuable asset because that's where the information on orders, products, and other actionable data is stored.

Info from stores powers the majority of features and processes that every WMS covers. In particular, integration with customer stores via API2Cart enables the software to do the following:

- synchronize data from multiple e-retail platforms with your system
- track products and organize warehouse operations
- increase order fulfillment speed and accuracy
- perform inventory updates on all storefronts to show accurate items quantity
- create detailed reports

Quality of warehouse management 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 the 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 Warehouse Management Software

API2Cart has rich capabilities for warehouse management software. We provide the whole scope of functionality to get and manage all needed info on products, orders, shipments, customers, stock levels, etc. Let's dig deeper into the methods for working store info.

Get all needed Product Info

We have everything needed for accessing and managing product info on multiple shopping carts and marketplaces:

- [product.info](#)

Use this method to retrieve products with related information, including name, description, price, category and all needed data.

- [product.count](#)

This method provides your system with a possibility to count all products in the store.

- [product.list](#)

Use [product.list](#) method to get list of products along with all related info and images. You can retrieve SKUs, name, description, dimensions, prices, quantities, etc.

- [product.add/product.update](#)

These methods allow to add products to the store and update their prices and quantity.

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

You have the ability to sync customer orders from multiple stores, sites and marketplaces into your platform.

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.

Add shipment statuses

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.

Manage customer info

Retrieve all customers details you need via **customer.info** and **customer.list** methods.

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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