



## Acumatica's Native Integration with B2B on Shopify

Scale your B2B eCommerce business on the Shopify platform with back-office automation for item management, order processing, fulfillment, and inventory management.

Capture online and offline sales orders across channels from your business customers and make them all visible in the B2B on Shopify application. Streamline and automate stock allocations, inventory replenishment, order management, and refunds. Manage the entire customer lifecycle inside Shopify's platform with native connectivity to Acumatica applications.

### 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 eCommerce stores as you need. Capture sales orders from all online and offline channels.
- The B2B on Shopify integration is built into Acumatica – no additional software to purchase.

### Related resources

- Get Ready for Omnichannel Greatness > [LEARN MORE](#)
- Retail KPI Metrics That Merchants Must Track > [LEARN MORE](#)

## Boost Sales, Grow Customer Loyalty by Selling Online with B2B on Shopify

Acumatica's native integration with B2B on Shopify integrates your Shopify eCommerce website with Acumatica financials, order management, inventory, warehouse management, and product information, providing a flexible back-office system that grows with your company. Drive exponential revenue with a seamlessly integrated, native, and commerce-enabled ERP platform from Acumatica and Shopify.

Elevate your corporate customers' experience with a frictionless buying experience. Invite multiple buyers per company to purchase goods, see customer-specific pricing, quickly locate their purchasing history, and leverage their individual payment options. Establish a blended Shopify webstore to handle both corporate (B2B) and consumer (B2C) sales within one storefront or give your B2B customers a distinct experience with their own dedicated buying environment.

The Acumatica Retail Edition and B2B on Shopify integration enables merchants to offer standard stock items as well as digital items and products with variants to customers. Manage webstore, phone, and in-person orders all from one place within Acumatica and make them visible to buyers through the Shopify website.

Export inventory levels to Shopify per item and per unit of measure for a superior customer experience. Allow users to create multiple shopping carts for later review, edit, or checkout. Streamline customer returns, refunds, and credits, using a complete view of their buying history. Bi-directional connectivity eliminates duplicate data entry, automating the hand-off from storefront orders to fulfillment and billing.

Manage all financial transactions using industry best practices, including bank-level security and PCI compliance. User-level permissions assigned by the administrator restrict access to platform data.

"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 STORY

## B2B Customer Hierarchy

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

## B2B Customer Specific Pricing

Ensure your customers see their appropriate pricing in Shopify. Establish flexible customer-specific pricing in Acumatica and sync to your Shopify site. Pricing can be based on unique pricing per customer, location, customer tiers, etc.

## Include PO Number on Sales Order

Capture the customer's purchase order number right on the sales order for ease of reference and expedited bill payment.

## Product Catalogs

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

## Payment Credit Terms

Map Shopify payment terms to Acumatica credit terms to streamline B2B company data synchronization for account collection activities between platforms.

## Segment Shopify Stores – or Not

Develop a common (blended) Shopify store to serve both B2B and B2C buyers together, or build separate, dedicated storefronts for corporate and consumer (end-user) customers.

## Real-time Bi-directional Communication

Transmit data bi-directionally between your Shopify front-end and Acumatica back-office software as orders are placed, and your financials are updated. Give your buyers access to past orders of all types (online or offline) within Shopify's My Account area. Allow customers to see history and ordering information on the Shopify platform to simplify repeat sales and activity reporting.

## Product Information Sync

Display real-time product information, such as title, description, category, price, images, available inventory levels (per store), and metadata.

## Order Synchronization

Shopify eCommerce and Shopify POS orders are automatically aligned between Shopify and Acumatica.

## Synchronize Shipments

During shipment synchronization with Shopify, a separate shipment and tracking number are created in the online store for each box in the shipment.

## Sync with Shopify Meta Fields

Import, export, and filter data synchronization with Shopify Meta Fields including Stock Items, Orders and Customers.

## Discounts and Promotions

Configure and synchronize company-specific volume price break rules, discounts, or promotions from Acumatica with Shopify.

## Export Select Data

Export only preferred items and customer data to your storefront using customizable filters.

## Default Currency

Minimize currency conversion discrepancies and simplify reconciliation processes by importing Shopify sales orders, payments, and refunds into Acumatica using the Shopify default currency or the entity's base currency in Acumatica.

## 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 the flow of data to and from each store separately, or treat them all the same.

## Streamline Checkout

Allow customers to enter an internal purchase order (PO) number at checkout and show their particular payment term options.

## Manage Returns, Refunds, and Exchanges

Process returns and refunds in Shopify, and those updates will be reflected in Acumatica's financial system. Directly import exchanges to Acumatica from a Shopify order for the same product at the same price or for another product at the same or different price.

## Product and Price Visibility

Manage product visibility and pricing by customer type or location, syncing only items with active sales or promo prices to streamline catalog management and align pricing strategies.

## Tax Rate Mapping

Handle multiple tax lines with the same tax ID but different rates with advanced tax rate mapping. A standardized substitution list ensures accurate order imports, reduces errors, and minimizes manual adjustments.

## 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](http://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](http://www.acumatica.com) or follow us on [LinkedIn](#).