

LEARNING MADE EASY

eBridge Connections Special Edition

eCommerce Integration

for
dummies[®]
A Wiley Brand



Understand what
eCommerce integration is

Grasp why integration
is essential

Eliminate manual
data entry

Compliments
of



Colin Brown

Lauren Macdonald

Lindsay Hampson



eCommerce Integration

eBridge Connections Special Edition

**by Colin Brown
Lauren Macdonald
Lindsay Hampson
and the whole team
at eBridge Connections**

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eCommerce Integration For Dummies®, eBride Connections Special Edition

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Introduction

The process of buying and selling online has grown substantially in the past several years. eCommerce is now — or should be — top of mind for merchants, entrepreneurs, and retailers everywhere. But with selling online comes the tedious task of maintaining records and data such as orders, invoices, inventory, shipping updates, customer information, and so on, within a back-end accounting system.

In addition, many retailers do more than just sell online. Most also sell their products in brick-and-mortar stores where one order can mean a large quantity of product on the shelf, and they maintain records of their customers, leads, prospects, and partners in third-party applications known as Customer Relationship Management (CRM) systems.

eCommerce integration is a solution designed to address the challenges presented by attempting to maintain accurate records across numerous business systems. These integration solutions have become one of the key building blocks for retailers looking to grow and expand their businesses.

About This Book

eCommerce Integration For Dummies, eBridge Connections Special Edition, describes the best practices for linking accounting/ERP systems with eCommerce platforms, CRM applications, and EDI trading partners, while explaining everything you need to know about implementing an eCommerce integration solution.

This book helps you comprehend the typical steps within integration, including determining why and when to integrate and understanding data formats and how to get your data ready for integration. You also figure out how an integration solution will solve your order entry challenges and discover why a universal integration platform is the solution of choice when it comes to eCommerce integration best practices.

Foolish Assumptions

We know it's usually in bad taste to make assumptions. But we've been around long enough to safely guess that most of you likely meet at least one of the following criteria:

- » You process more than 200 sales (orders) a month and are tired of manual data entry between your back-end accounting system and your eCommerce store or CRM application.
- » You want to do business with more big-box trading partners and need to figure out how you can meet their EDI requirements for doing so.
- » You may have heard of eCommerce integration in the past, but you're looking for more information on how a typical integration solution works and how it can benefit your growing business.

Icons Used in This Book

We use these icons throughout this book to draw your attention to key areas you may find helpful in particular ways:



REMEMBER

This icon identifies important information that you should commit to memory when planning an eCommerce integration.



TIP

This icon points out helpful tidbits of information that you can keep in mind when trying to make the eCommerce integration process as painless as possible.

Where to Go from Here

We can only cover so much in 24 short pages, so at the end of this book if you find yourself thinking, “Wow, I can't wait to learn more about eCommerce integration solutions and get started on planning a solution of my own,” just visit www.ebridgeconnections.com and select the business systems you would ideally wish to connect.

- » Clarifying the essential terminology
- » Determining whether integration is right for you

Chapter 1

Understanding What eCommerce Integration Is

eCommerce integration is the harmonization of a company's eCommerce website with its back-end accounting or ERP system. This chapter focuses on explaining key eCommerce integration lingo and examines why integration is right for you.

Defining the Important Terms

Knowing the following vernacular is essential when describing the specific business systems and processes commonly involved in an eCommerce integration project:

- » **ERP:** *Enterprise Resource Planning (ERP)* is a process by which a company manages and integrates the important parts of its business. An *ERP management system* is a form of accounting package that tracks and maintains areas, such as planning, purchasing, inventory, sales, marketing, finance, and such. We use *ERP* to describe the back-end accounting system that will be integrated with eCommerce websites, CRM applications, or EDI trading partners. Examples of popular ERP systems include products by Microsoft Dynamics, NetSuite, Sage, Epicor, SAP, Intuit QuickBooks, and Exact Macola.

- » **eCommerce:** *eCommerce* describes the buying and selling of commercial goods and services, conducted electronically on the Internet. Your friends call it online shopping. We use *eCommerce* to describe the various platforms on which retailers build their online stores. Examples of popular eCommerce platforms include Magento, Shopify, BigCommerce, ChannelAdvisor, Volusion, OpenCart, Miva, 3dCart, WooCommerce, Mozu, Nexternal, and others. eCommerce also can include online marketplaces such as Amazon, eBay, Walmart Marketplace, and so on.
- » **CRM:** *Customer Relationship Management (CRM)* refers to practices, strategies, and technologies that companies use to improve business relationships with customers and drive sales growth. We use *CRM* to describe the business systems that merchants and entrepreneurs use to grow their businesses, including examples such as Salesforce, Microsoft Dynamics CRM, Sugar CRM, and so on.
- » **EDI:** *Electronic Data Interchange (EDI)* refers to the transfer of business documents in a standard electronic format between business partners. We use EDI trading partners to describe the businesses that require an electronic form of business document exchange in order to sell merchants' products on their shelves. Examples of retailers with requirements for EDI are Walmart, Target, Home Depot, Best Buy, Holt Renfrew, Bloomingdale's, and many, many more. Wondering what an 820, 810, or 856 are? Visit a cheat sheet of EDI document types now at bit.ly/EDIDocTypes.
- » **Integration:** *Integration* refers to the process of synchronizing, linking, or connecting, bi-directionally, two or more business systems so that data will be automatically transferred back and forth between them without the need for human intervention.
- » **XML format:** Developers use *eXtensible Markup Language (XML)* to encode documents in a format that is both human-readable and machine-readable. This book uses XML format to describe the format of data as it sits in the middle of an eCommerce integration solution between business systems that don't easily communicate with one another in their original formats. Check out Figure 1-1 for how XML works.

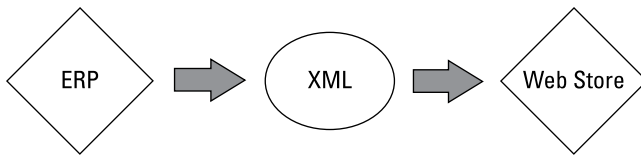


FIGURE 1-1: Data from System 1 is translated for System 2 using XML as the common denominator.

Examining Why You Need Integration

Your business is unique. More than likely, there's a never-ending list of reasons why you may need to automate order data flow. Here are some of the most common reasons you may decide to use integration:

- » **You get a lot of orders (200+ orders a month on average).** Manual order and data entry were easy-peasy back when you were receiving a small handful of orders each month. But now, your business has taken off and the orders are coming in faster than your fingers can keep up.
- » **You're finding it impossible to scale your eCommerce business with people keying in data by hand.** An automated solution allows resources to be focused on higher priority tasks.
- » **Your overall customer experience is below par.** You're looking for a better system with no back-order issues — one where inventory is always correct, tracking numbers are received immediately after the product is shipped, and order history always appears in your business systems.
- » **You have a backlog of orders waiting to be processed.** You've gotten so far behind in data entry that your orders are piling up and customers are often waiting around for their purchases to be shipped.
- » **You don't want to hire a data entry person.** Hiring someone to do data entry all day long between business systems is going to cost you a lot of money, not to mention, doing so doesn't sound like fun.
- » **Your inventory level records aren't an accurate reflection of the stock you have available.** Without a process in place whereby inventory levels will be updated in real time as purchases are being made, you run the risk of selling

more of an item than you actually have available in stock. Plus, when you process a return, you'll need to readjust inventory levels to reflect the change.

» **You're receiving penalties from Amazon, eBay, and other marketplaces because you're not processing orders fast enough.**

Amazon and other marketplaces impose penalties on merchants that take too long to process their orders.

These websites take pride in offering their customers speedy service, and if you're unable to comply with their fast-paced requirements, you'll be left paying for it.

» **You're getting negative reviews from your customers because of slow service or inaccurate order processing.**

Most likely your customers shop online for the convenience of it, and nothing is less convenient than a purchase that takes weeks and weeks to arrive, or one that arrives and is incorrect. When customers are unhappy with the service they receive, they'll often write a negative online review of your business, which can be damaging to your reputation.

DISCOVER MORE ABOUT CRM AND EDI

Although this book is about eCommerce integration, often related is CRM and EDI integration with ERP systems, so take the time to find out why they're equally important.

Does your business track client data in a CRM, such as Salesforce? Accurately replicate (or sync) customer data to and from your Customer Relationship Management (CRM) system and your accounting or ERP system. For example, fields, such as Customer Ship To, Sales Order, or Other Detail Line, are updated in Sage and then are pushed to Salesforce. Cancelling a Sales Order in the CRM will flow to the back-end accounting system and save you time and eliminate errors.

Are you a business with trading partners that require you to electronically transfer documents (EDI)? Many retailers these days want their products to be sold in the Home Depots and Targets of the world. You already know that you must comply with their EDI requirements. Integration allows for strict adherence to trading partner EDI transaction implementation guidelines with data mapping, testing, and compliance monitoring. Don't get turned down by the big box retailers!

- » Scrutinizing your process
- » Identifying the data when processing an order
- » Grasping the different data formats
- » Preparing your data for integration

Chapter 2

Getting Your Data Ready for Integration

System integration isn't easy. This chapter can help you plan and prepare for linking your data.

Looking Closer at Your Process

When you receive an order through your eCommerce store, the process most likely looks a little bit like this:

- 1. You receive the sales order through your online store and manually go into your accounting/ERP system to create a record of the order (as in Figure 2-1).**
- 2. Search for the customer in your accounting/ERP system.**
If you're unable to find the existing customer record in your system, you'll need to manually enter in all of their information.
- 3. Manually adjust your inventory levels to account for the purchase.**



REMEMBER

Doing so is more difficult than it sounds because your product IDs on your online store don't accurately match the SKUs used to represent items in your accounting/ERP system.

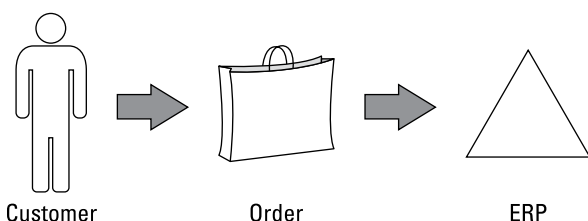


FIGURE 2-1: A typical sales transaction produces this flow of data, from customer order to ERP.

- 4. After you sort out the SKU problem, start to package up the item to be shipped to your customer.**
- 5. Take note of the shipping information and go back into your eCommerce platform in order to send that information to the customer for tracking purposes.**
- 6. If you utilize a CRM application for your business as well, you then need to manually update your opportunities and accounts to reflect the sale you just made.**

If this sounds familiar, chances are that you're starting to feel pretty tired of all the manual data entry between business systems. Or, you're spending way too much money hiring data entry people to key in all of your order data for your business.

To make matters worse, you're finding that errors are being made as a result of re-keying data. Your inventory levels never seem to be accurate, you accidentally shipped 300 items to a buyer instead of 30 due to a simple typing error (hey, you're only human!), and you accidentally missed fulfilling an order that got lost somewhere in the hundreds of orders you process each month. Plus, 20 percent of orders end in returns and those only seem to complicate matters more.

The answer? You need to get to know your data, clean it up, and prepare for an integration solution that will rid you of your order entry headaches.

Recognizing the Types of Data Involved in Processing an Order

Getting to know your data requires identifying what types of data are typically involved in processing an order. If you've been

manually inputting this data between business systems for a while now, you're probably already familiar with most of these entities.



REMEMBER

A typical transaction usually involves data such as:

- »» First name
- »» Last name
- »» Product ID
- »» SKU
- »» Email address
- »» Billing address
- »» Shipping address
- »» Phone number
- »» Product details (such as size, color, quantity, and price)
- »» Shipping/Tracking information



TIP

Understanding what data is important in completing a transaction helps you determine the data you need to automate. We suggest making sure that whoever will be the primary contact involved in setting up your eCommerce integration has a solid understanding of the type of data that will need to be involved.

Understanding Data Formats

Grasping data formats can be tricky. You can choose to do your integration solution yourself or you can hire an external vendor who will utilize experts, like eBridge Connections, to take care of it for you. If you want to do it, here's a brief description of data formats and how eCommerce integrations succeed in transferring data from one business system to another.

Often lost in the process of building an eCommerce website is how it will connect and communicate with an organization's back-office systems. Unfortunately, most eCommerce platforms and ERP systems are designed in isolation and often use dissimilar data formats that don't speak to each other effectively.

The industry best practice for rectifying this problem is to take the data from its original format in one business system, and change it to an XML format, which can then be outputted into the format needed for your other business system.



REMEMBER

In order to make this happen, an integration solution requires the careful coding of the following:

- » **Translations:** A *translation* allows a data value to be replaced by another value. For example, a product ID for an item in your *Magento* eCommerce store is “ABCD,” but in your *SAP Business One* accounting package that same product is recorded under SKU number “1234.” A translation can be used to solve this discrepancy because the value in one business system will simply be replaced by the value in the other system. Figure 2-2 shows an example.
- » **Business rules:** *Business rules* are used to manipulate data that is variable. For example, take state sales tax, for instance. They vary in each state, so a business rule could be created so that “if state = Texas, then sales tax rate = 6.25%”, but if “state = California, then sales tax rate = 7.5%”, and so on.



FIGURE 2-2: Data from two different systems can “speak” to one another if data is translated, with one data format replacing another.



REMEMBER

Your marketing person handles the website. Your sales rep closes the deal. Your IT person makes sure systems are running. Finance pays bills and sends invoices. But who is in charge of the data behind orders for your product? Designate one person at your company who can identify valuable data in one system and then explain what value needs to be represented in the other system via integration. Doing so can save you and your integration expert a lot of time and frustration during the implementation phase.

Cleaning Up Your Data: The-How-To

Knowing how to clean your data and get it ready for integration can make the implementation process smoother and more efficient.

Consider the following when preparing your data for integration:

- » **Purge duplicate fields and customers.** Having unnecessary copies of customers, for example, makes integration take longer.
- » **Correct incomplete or inconsistent records.** If you're going to replicate data across multiple systems, make sure that data is accurate.
- » **Ensure that your eCommerce platform, CRM application, and accounting/ERP system are updated.** However, don't upgrade in the middle of the integration process!
- » **If possible, add an accounting SKU in an extra field for each product in your eCommerce store so that it can be used for matching during integration.** Doing so reduces the number of needed translations.
- » **Match selling units of measure with stock-keeping units of measure.** If you sell a dozen pens on your store as one unit, make sure your ERP doesn't reflect one unit as one individual pen.

Don't sweat it though. A smart integration provider can translate data for you.

GETTING READY FOR AN EDI INTEGRATION

Electronic document exchange (EDI) is the required communication between you and the big-box retailers. If you want your product on the shelf, you need to speak EDI. When it comes to EDI integrations, getting to know your data is a little bit different. First, you want to identify which trading partners you want to do business with. The reason for this is because each big-box retailer has slightly different requirements for EDI.

For example, Bed, Bath, and Beyond EDI requirements might be different than Walmart or Home Depot's requirements. To find out what documents are required for the companies you wish to do business with, visit bit.ly/EDIPartners and select your trading partners.

You should also get to know the different EDI document types and their associated numbers (for example, 810, 997, 856, and so on).

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For information on all of the possible EDI document types, visit bit.ly/EDIDocTypes.

Knowing this information before you begin your EDI integration process can help simplify the process and result in a smoother implementation phase.

As your business grows, you may need to add additional EDI trading partners to allow yourself to sell in more places. Rest assured that with a universal integration solution provider you can add or remove connections (including trading partners) as needed.

- » Linking data touch points
- » Allocating time and money for your project
- » Choosing the right type of solution for your business

Chapter 3

Solving Your Problem with Integration

At some point, keeping up with your growing order volume will become unmanageable. This chapter outlines strategies and suggestions to use when you start tackling your order entry problem.

The Data You Want To Synchronize: Touch Points

In an eCommerce integration, a *touch point* refers to one specific category of data that will be automated as a result of data flow automation. Examples of common touch points involved in most (if not all), eCommerce integrations include the following:

- » Inbound sales orders from eCommerce platform into ERP
- » Outbound inventory quantities from ERP to eCommerce platform
- » Outbound shipping details from ERP to eCommerce platform
- » Outbound product data from ERP to eCommerce platform

Other touch points that may be involved in an eCommerce integration solution are as follows:

- » Inbound purchase order receipt
- » Outbound invoice
- » Vendor invoice
- » Inbound sales order
- » Purchase order export
- » Outbound advanced shipping notice (ASN)
- » Inbound customer update
- » Inbound product update
- » Outbound sales order change acknowledgement
- » Outbound warehouse receiving advice
- » Other touch points, depending on customizations and unique requests

Determining Your Project's Scope

When figuring out a solution to your integration, you also need to clarify the scope of your eCommerce integration project with the following:

- » **Appoint a main contact person who is responsible for overseeing the project.** This person needs to understand the data important to your business. He or she should be someone who is easy to reach and has time available to answer important questions throughout the integration process. Furthermore, he or she should also have administrator-level access to the platforms/business systems that you're integrating.
- » **Determine a realistic timeline for the project.** Set a realistic date that the project needs to be completed by, keeping in mind that eCommerce integrations are complex. If customizations are needed, understand that they can take extra time.



REMEMBER



TIP

If you're aiming to have the project completed before your go-live date for a new website or before Cyber Monday, for example, don't forget to give yourself a few spare days in between the completion of the integration and your website launch for testing purposes.

- » **Set a budget that makes sense for your business.** In almost all cases, an eCommerce integration solution pays for itself after you factor in the savings from not having to hire a person to do manual data entry and from eliminating the possibility of human errors that could be costly for your business. Not to mention you can't put a price tag on the time you'll save by not having to enter in orders and manually update inventory and shipping information.

Everyone still has a budget for projects like this, and knowing yours ahead of time can be helpful for keeping your eCommerce integration project on track.



TIP

Although you can easily get carried away planning out your integration solution, keep in mind that every touch point and customization needed costs your business more money. We recommend choosing only the touch points that are most important for your business in order to keep the project as simple and straightforward as possible. You can always add more touch points as you grow.



REMEMBER

Remember tools out there are designed to help you choose the touch points you need for an eCommerce integration solution. Here's a link to a Blueprint Builder where you can map out the exact scope of your project: www.ebridgeconnections.com/Blueprint-Builder.aspx.

Knowing What to Look for in a Solution

When selecting an eCommerce integration solution, the good news is that you have options. Here are a few to consider:

- » **Do nothing at all.** We don't recommend this option. However, if you're quite content with your current process of manual data entry and feel as though you can keep up with your business at the speed your orders are currently coming in, then by all means carry on! If business picks up somewhere

down the road, remember this book and come back here to discover your other options.

- » **Do it yourself.** If you, or someone at your company, happens to be a professional software developer and you think that all of this coding mumbo-jumbo sounds like a piece of cake, then maybe you want to develop your own eCommerce integration solution for your business in-house.

Upgrades are inevitable when it comes to eCommerce platforms, accounting/ERP packages, and CRM applications, and if you (or your genius co-worker who knows how to code) ever decide to leave the business, you'll need to find someone new who will be able to upgrade and maintain your integration solution moving forward.

- » **Leave it to the experts.** You don't need to be an eCommerce integration solution expert in order to solve your business's order entry challenges, because people out there can do the job for you.

By working with an outside vendor, you'll have a fully automated, bi-directional, data integration solution that will be fully managed on your behalf. Thus, you can focus your time and energy on other high priority areas of your business, knowing that you have an eCommerce integration solution provider equipped to handle your data without the need for human intervention.



REMEMBER

- » Scaling a solution for your business
- » Processing orders fast and getting them right, every time
- » Keeping your customers coming back

Chapter 4

Realizing Why Universal Integration Is Right

When choosing an eCommerce integration solution provider, industry experts consider one with a universal platform and the capability to connect to multiple business systems as the way to go. With a *universal integrator*, the provider builds hundreds of connectors and maintains them.

Data is universally configured so that it can be translated to any eCommerce platform, accounting/ERP system, or CRM application, or electronically transferred to various EDI trading partners as Figure 4-1 shows.

A universal integration solution eliminates the need for separate mapping between business systems. Rather than build individual connectors from one specific business system to another business system, a universal platform can pull data from one place and connect it with as many other systems as you require, using carefully coded and pre-established translations and business rules.

This chapter discusses the three reasons why universal integration is best.

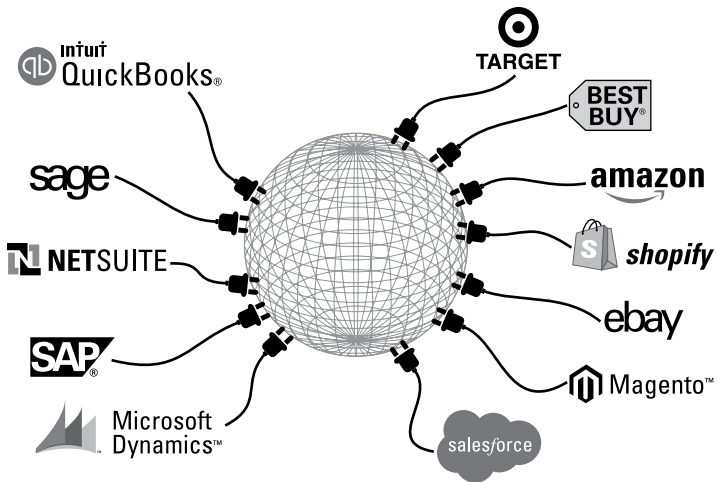


FIGURE 4-1: A universal integrator allows data to flow between the systems (or connectors) your business is using.

Growing and Upgrading Easily

You're at the helm. A universal integration solution allows you the freedom to upgrade or change your business systems as you see necessary for your business. As you grow your business, you can upgrade your accounting package, make changes to your eCommerce platform or CRM application, or add more EDI trading partners, while feeling confident that your integration solution can adjust along with your business. Add connectors, remove connectors, upgrade connectors — it's all easy to do with a universal integrator.

Improving Speed and Accuracy

With a universal integrator, it doesn't matter what business systems you're running, your data will flow automatically from one system to another with ease. As a result, processing orders, inventory levels, shipping updates, and so on, are faster and more accurate. When you can process orders faster, you can sell more and allow your business to reach its full potential.



Another benefit is how much easier processing returns and exchanges becomes. When you process a return or exchange, your inventory levels need to be readjusted, invoices need to be updated, receipts have to be issued. Your accounting package will need to be updated as well to reflect the changes.

Creating Returning Customers

Any merchant knows that a happy customer is a loyal customer. When your business is running smoothly thanks to a universal integrator, your customers will receive their purchases fast and correctly processed. If they want to return or exchange an item they purchased, they'll be able to do so with little to no hassle. They'll feel confident in your business and more likely to shop from you again in the future.

PROOF IS IN THE PUDDING: UNIVERSAL INTEGRATION WORKS BEST

A universal connector by eBridge Connections made it simple for one company to connect its MS Dynamics GP accounting system with Magento, OpenCart, and a whole bunch of EDI trading partners.

In order to sell its product online in two different countries using both Magento and OpenCart eCommerce platforms, one smart company knew it needed order data to update automatically in its MS Dynamics GP accounting package. Otherwise keeping up with manual data entry would be next to impossible.

This is where eBridge Connections came in and hooked up the company with an eCommerce integration solution that would seamlessly transfer data back and forth between business systems. With this solution in place, there would be no problem keeping up with high order volumes as product flew off the virtual shelves.

But after approximately two years of selling online, the company decided it was time to sell its product in stores across the globe. This

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meant the company needed to meet the EDI requirements necessary for selling the product on shelves in various big-box retailers. You can imagine how happy this company was to hear that eBridge Connections' universal connector could connect the company with all of its EDI trading partners (big and small) as well.

"We needed the ability to onboard retailers and prove our credibility," said the company's Vice President of Information Technology. "We had to be able to transfer documents electronically and be able to do so quickly and reliably. The efficiency and scalability of eBridge Connections' universal integration platform has been very important for our business."

If it weren't for a universal connector, each of this company's business systems would have needed to be individually mapped out in order to communicate with one another effectively. Instead, a universal integrator saved the company time and money with connections that were already pre-built and maintained by eBridge Connections.

Now, with its Magento, OpenCart, and EDI integration solutions in place, this company has more than 40 live touch points and is selling online and in stores with EDI trading partners worldwide.

- » Naming a point person to manage the data
- » Giving your organization extra time for testing

Chapter 5

Ten Best Practices for Smooth eCommerce Integration

Kee the following ten best practices in mind to ensure that your eCommerce integration runs smoothly:

- » **Be realistic about your timeline, budget, and expectations.** Don't get too carried away, or your costs will snowball. Check out Chapter 3 for additional information.
- » **Appoint a main point of contact who is responsible for managing the data involved in your integration solution.** If your dog is sick, you want to speak to the vet, not her receptionist. The same is true for integration. Connect your integration specialist to the person that owns your data. Chapter 3 has more details.
- » **Clean up your data before starting your integration.** The messier the data, the more complex the project becomes. Refer to Chapter 2.
- » **Ensure your business systems are updated before integration.** Don't try to upgrade systems in the middle of the integration process. Chapter 2 provides more helpful advice.

- » **Understand the touch points required.** There are dozens of possible data flows. Pick the touch points that matter most to your processes. Chapter 3 can help.
- » **Use an outside vendor/solution provider made up of experts.** The vendor/provider can handle the setup and maintenance of your integration solution. Flip to Chapter 3 for more information.
- » **Give yourself time for testing before going live.** If there is a glitch in data flow, resolve it before your customers run into issues. Chapter 3 explains why.
- » **Create a partnership with a trusted eCommerce integration solution provider.** Doing so can offer your customers more, as we discuss in Chapter 3.
- » **Allow extra time for unique needs and customizations.** Any special integration requests require extra cycles. Be ready. Chapter 3 explains in greater depth.
- » **Choose a universal integrator.** Don't get stuck with a solution that only connects two specific systems. Allow your business the freedom to scale. Refer to Chapter 4 for more info.

eBridge Connections delivers powerful, cloud-based ERP, and accounting integration to automate vital business processes and eliminate the need for manual data entry. The eBridge universal integration platform supports more than 30 ERP and accounting systems including products from Microsoft, Sage, SAP, NetSuite, and Epicor. With connections to the leading eCommerce and CRM applications, plus hundreds of EDI trading partners, eBridge Connections has become the integration platform of choice for businesses looking to optimize their exposure worldwide.

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Automate your organization's data flow for greater efficiency

Your retail business is unique. In addition to selling your products online, you more than likely sell products in a brick-and-mortar store. You keep accurate records of your customers, leads, prospects, and partners, often all in third-party applications. eCommerce integration helps you meet the challenges in trying to keep all those records accurate.

eCommerce Integration For Dummies, eBridge Connections Special Edition, is your go-to guide for the ins and outs of eCommerce integration. This book explains in plain English the best practices for linking your accounting/ERP systems with eCommerce platforms, CRM applications, and trading partners. Whether you want to read about why your organization may want to integrate, when you can integrate, how you can get your data ready for integration, and why a universal integration platform is the solution of choice, then this book is for you.

Inside...

- How to determine whether integration is right for your organization
- The way to maintain accurate records across numerous business systems
- The different types of data formats
- Strategies for preparing your data for integration
- The steps involved with eCommerce integration



Colin Brown has been a thought leader in the ERP integration space for more than 25 years and is founder of eBridge Connections. **Lauren Macdonald, Lindsay Hampson**, and the entire eBridge Connections team live and breathe eCommerce and retail and proudly help more than 600 customers worldwide with their integration.

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