storehub.io

INTEGRATED ECOMMERCE

Automated eCommerce Management

Retail & B2B Trade eCommerce Integration

sage 50cloud

sage 200 Evolution

sage Business Cloud

WOO COMMERCE

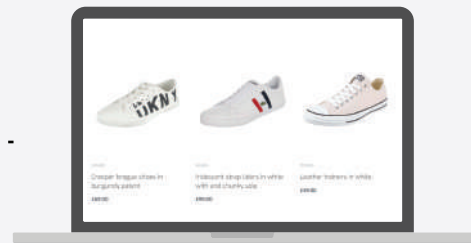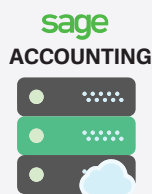**Ecwid**

netcash shop

B2B Commerce

WHAT IS STOREHUB.IO?

Accounting-to-eCommerce Data Sync Tool

Storehub.io is a sync tool that connects with your accounting software and pushes stock, price and customer data to an online store, like WooCommerce.

Orders, when placed on your eCommerce store, are synced automatically back to an accounting software package, so there's no manual intervention required. View our website for a list of integrations on offer as new integrations are added regularly.

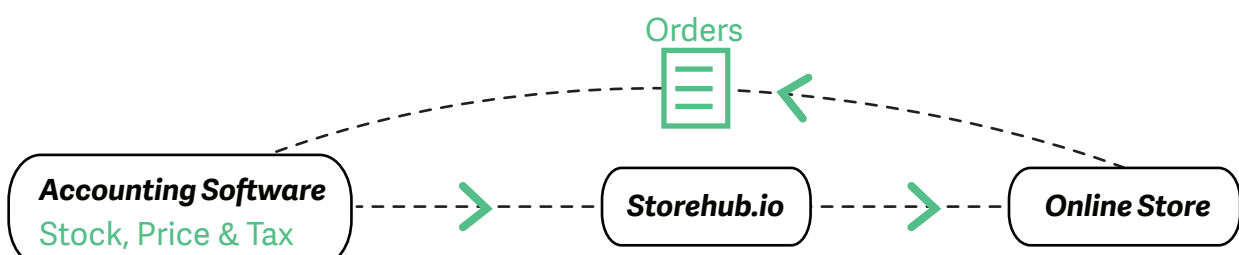
WHY USE STOREHUB.IO?

Increase eCommerce Automation

If you're running an online store and struggle with the regular updates required to stop selling products you don't have in stock, or selling products at the incorrect price, you can use Storehub.io to integrate your accounting and eCommerce systems seamlessly.

In order to easily adopt Storehub.io, there are two key workflow processes to follow (1) An existing store complete with all product merchandising (2) A new/B2B Trade store you're looking to set up.

① I've Got An Existing Online Store To Sync With

An existing online store means you're familiar with the platform, WooCommerce as an example, how to add/remove products, images, gallery images, categories etc. and retaining the current store management process makes sense, you can use Storehub.io to ONLY update stock & price to WooCommerce, and receive orders back to your accounting software.

(2) *I Want To Merchandise Products On Storehub.io*

You'll want to enrich products with merchandising on Storehub.io for one of the following reasons:
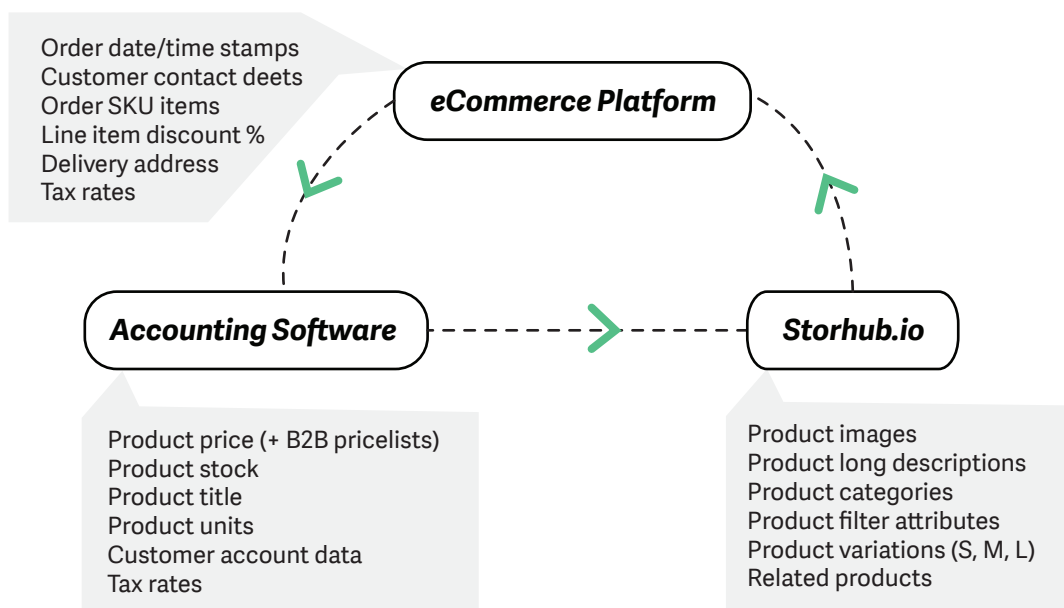
- Its easier than managing it on your online store (simplified interface)
- You wish to send products to a Marketplace like Takealot.com, Amazon or Google Shopping
- You wish to set up a B2B store, or a B2B store and retail store (or multiple retail stores).
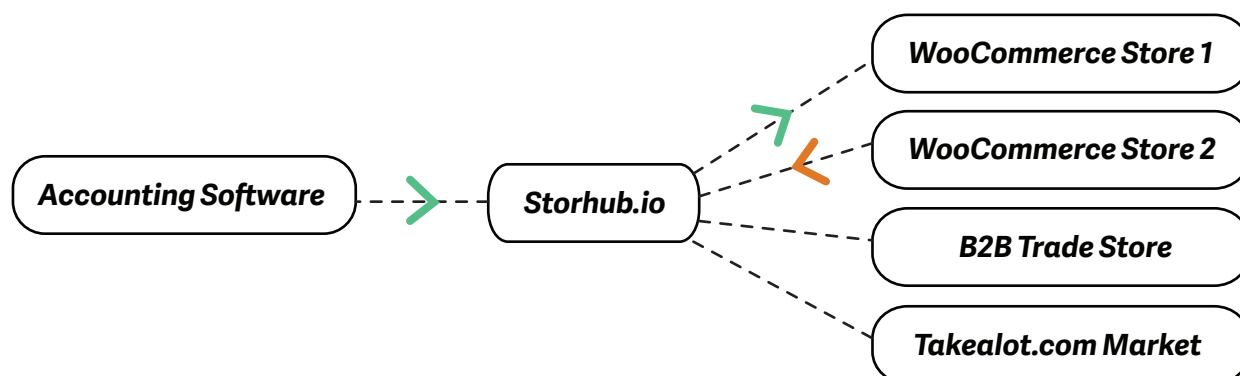

KEY DATA WORKFLOW

Enhanced Sync Automation

Syncing data between your accounting software and online store is the key function of Storehub.io. The following data gets synced from your accounting software to Storehub.io, from Storehub.io to your eCommerce platform, and orders back to your accounting system:

Order date/time stamps
Customer contact deets
Order SKU items
Line item discount %
Delivery address
Tax rates

Product price (+ B2B pricelists)
Product stock
Product title
Product units
Customer account data
Tax rates

Product images
Product long descriptions
Product categories
Product filter attributes
Product variations (S, M, L)
Related products

Support For Multiple Sales Channels

Adding more than one sales channel to your Storehub.io platform is easy. Once you've conected your accounting data source, you can add multiple sales channels. This modular configuration makes it easy to add/remove sales channels to suit your business requirements.

The below is an example of 4X sales channels for logistical reasons (delivery or stock management etc.) that include 3rd party market place sales platforms:

Simple Product Management

Controlling which products flow to each sales channel is made easy by a Storehub.io dashboard toggle pannel, so you can specify some products to be visible on WooCommerce, others for your B2B store and certain items to be sent to Takealot.com or Amazon, as an example.

Product Merchandising data

Storehub.io can be set up to manage all your product merchandising data from one dashboard across all your sales platforms. Upload product images, gallery images, mutliple categories, product variations (Small, Med, Large etc.), product filter tags and more.

The simplified interface enables anyone with basic web knowledge to manage their own product data without the many unneeded configurations usually found on WooCommerce or Shopify etc.

SYNC INSTALLATION & RECOVERY

Accounting Software Sync in Minutes

Setting up the sync between your accounting software and Storehub.io is easy. On average, a cloud-based ERP takes 5 minutes to set up, and a desktop server-based ERP system like Sage200 can take 15 minutes. With walkthrough tutorial videos, anyone can complete an installation, meaning no expensive getting started fees, and a low barrier to setup.

1 Select your ERP version

2 Complete ERP details

Sage 200 Evolution Source

Setup	Evo Details	Sync

Accounting Type — Sage 200/Evolution (v7.20 or later)

Source Reference Name — Evolution v10.1

Store Mode — B2C

Stock Calculation Type — Quantity Available

☑ Active

'Inactive' will stop all automatic syncing (pulling stock and price or pushing orders).

Setup Code — DDV43W

Submit Cancel

Sage 200 Evolution Source

Setup	Evo Details	Sync

SQL Server — DenkitEVOPOS\SQL2014

SQL Database — Denkit Consolidated

SQL User — sa

SQL Password — sa

Common Server — DenkitEVOPOS\SQL2014

Common Database — EvolutionCommon

Common User — sa

Common Password — sa

Inventory Filter Expression — bSyncToSOT=1

3 Select which warehouse to sync (for retail stores)

Sage 200 Evolution Source

Setup	Evo Details	Sync

Warehouses to Sync
- ☑ SHELLY BRANCH (SHBMST)
- ☐ Damaged Goods (DG)
- ☐ Goods In Transit (GIT)
- ☐ Master Warehouse (Mstr)
- ☐ UMHLANGA BRANCH (DBNMST)
- ☐ Variance Goods (VG)

Submit Cancel

Secure & Cloud Based

A common customer query is "is my data secure" and "what happens if my connection with accounting software breaks, or my accounting software goes down?". With Storehub.io being built on secure, non-open source infrastructure, the database is inherrently secure and not hack-vulnerable, while also being backed up daily.

If for whatever reason your sync with the accounting software breaks, all the order data and product data will be saved in the cloud, and when the connection with your accounting software is re-established, the orders will push through automatically.

ECOMMERCE STORE SETTINGS

Configuring your Storehub.io account to fit the same workflow as your current store or business is important so as not to introduce any new training requirements, staff resources or interruptions to your daily operations.

The below is an example of a sales channel setup screen in order to push stock and price to your online store. A simplified interface makes it easy to integrate your sales channel:

Channel		
Channel Type	WooCommerce ⌄	
	☑ Is Active	
	'Inactive' will stop **automatic** syncing (pushing stock and price).	
Name	WooCommerce	Store name reference
Warehouse	SHBMST - SHELLY BRANCH	Choose which warehouse you want to pull stock & prices from (for retail stores)
Retail Price List	Retail	Select the retail pricelist you want to display on your online store
Cash Sale Customer	WEBSALES DENKIT ON-LINE SHOP	Select the Cash Customer account you want the orders to raise against in ERP
Service Shipping Item	DELIVERY	Select the Service item for the cost of delivery to be assigned to on invoices
ERP Order Ref prefix	woo-	Set your own prefix to easily identify which store the order came from
	☑ Use Tax Inclusive Prices	
	☑ Push Prices	You may disable stock or price to push to your online store for logistical reasons
	☑ Push Stock	
Stock Threshold	0	Set a stock threshold to reserve stock for store-use.
	All stock levels will be adjusted downwards by this amount before pushing to your store. All stock at or lower than this value will then be deemed to be Out of Stock in your store	
Non Payment-Gateway Order	Sales Order	What type of document do you want raised for non-payment gateway orders?
Payment-Gateway Order	Sales Order	Raise an invoice, sales order or quote depending on if payment received or not.
Mode	B2C	Choose B2C for only one pricelist to be sent to your retail online store
Merchandising	⦿ Done on Storehub ◯ Done on Channel	Sync up with an existing store where all the merchandising exists already for Storehub.io to push stock & price only, or a new store or B2B store where product merchandising needs to be done on Storehub.io
	NOTE: you're only able to change this setting because you are an Admin/Support user. However, if a sync has been completed on this channel then you will be prevented from changing this setting	
API Url	https://...........za/wp-json/wc/v3	Enter your API URL endpoint generated on the your eCommerce platform
API Key	ck_....9712bbe64e73217ce050285e584622357	Enter your API key that will be generated on your eCommerce platform
API Secret	cs_....3f4e321e11045ff8b1d931a727f17029	Enter your API key that will be generated on your eCommerce platform
Webhook ID	6816b2c0-c108-4200-a0ec-817f066b196f	
	For reference - you'll see this ID used in the WooCommerce settings in the Webhook URL that points back to Storehub.	

[Submit] [Cancel]

STOREHUB.IO SERVICES

Storehub.io offers the following services for eCommerce integration and comprehensive eCommerce development projects:

eCommerce Data Integration

Storehub.io integration services are free for cloud-based accounting softwares and incur a R2000.00 setup fee for desktop/server based accounting systems.

REQUEST INTEGRATION

Website Design & eCommerce Setup

Start-to-finish eCommerce setup services are available on a consult and quotation basis.

Storehub.io can assist with store design, product merchandising, plugin setup (payment gateway, courier, front-end etc.) and training. We service all major eCommerce platforms available like WooCommerce, Shopify & Magento.

BOOK CONSULTATION

Digital Marketing & Reporting

Comprehensive online marketing services are available upon request for the following areas:
 - Google Adwords
 - Facebook Ads
 - Google Shopping product feed
 - Facebook Shopping product feed
 - Google Remarketing Ads
 - Weekly Googe Analytics PDF reports

BOOK CONSULTATION

REGISTER STOREHUB.IO ACCOUNT