



# How Can an ERP and eCommerce Integration Help My Business?

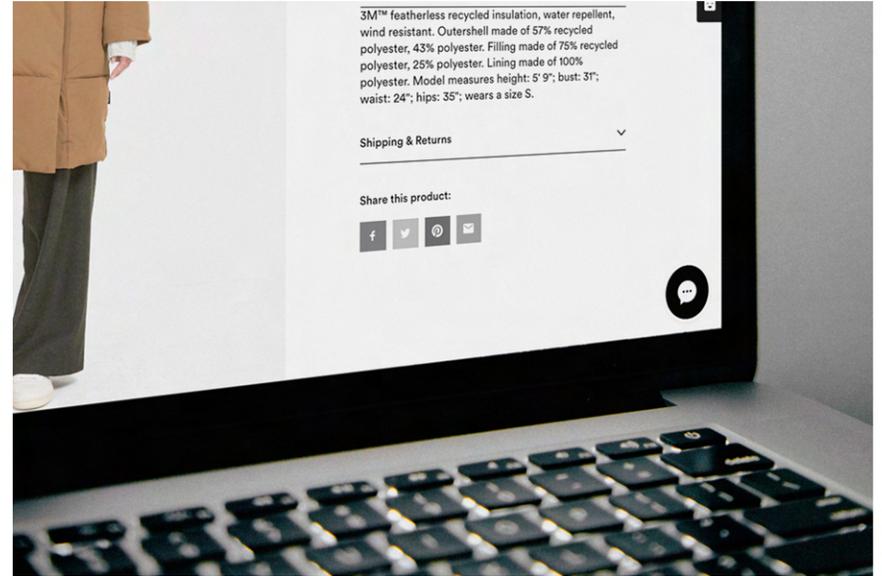
*“When eCommerce companies build scale, cost comes down. Companies that can handle scale and reduce costs over time will win. Margins will come from reducing costs over time and not by increasing prices. Technology is the answer at large scale.”*

**- Sachin Bansal**



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***“eCommerce is not an industry;  
eCommerce is a tactic.”***

**- Tobias Luke**

## *ERP and eCommerce Integration*

Before we dive into the importance of an ERP and eCommerce integration and how it can help your business, we should discuss what an ERP integration is.

An ERP and eCommerce integration involves linking your ERP software and web store so that information flows freely between them. As an example, an ERP integration would allow customer data such as addresses or past orders stored in your ERP to flow into your website, while new website orders would automatically populate in your ERP.

From a business perspective, an ERP and eCommerce integration is a literal game-changer. It simplifies the data collection/retrieval process for your employees while improving data and ordering accuracy.

It also improves the ordering process for your customers.



## Benefits

With an ERP integration, you can:

- ✓ Automate manual processes
- ✓ Provide accurate pricing
- ✓ Increase inventory visibility
- ✓ Eliminate errors during ordering
- ✓ Offer omnichannel experiences
- ✓ Make better use of data
- ✓ Enjoy scalability and security
- ✓ Improve regulatory compliance
- ✓ Improve the customer experience





*“Overall, the web is pretty sloppy, but an online store can’t afford to be.”*

**- Paul Graham**

## *Automate Manual Processes*

One of main benefits of an ERP integration is that it automates manual processes, saving your business time and money while improving data accuracy.

With an ERP integration, you can automate processes, including manual order entry into your eCommerce store, updating inventory or invoicing data, and generating reports.

Automating manual processes reduces data entry errors and lessens the chance of productivity losses. Over time, a good ERP and eCommerce integration can yield substantial savings for your business.

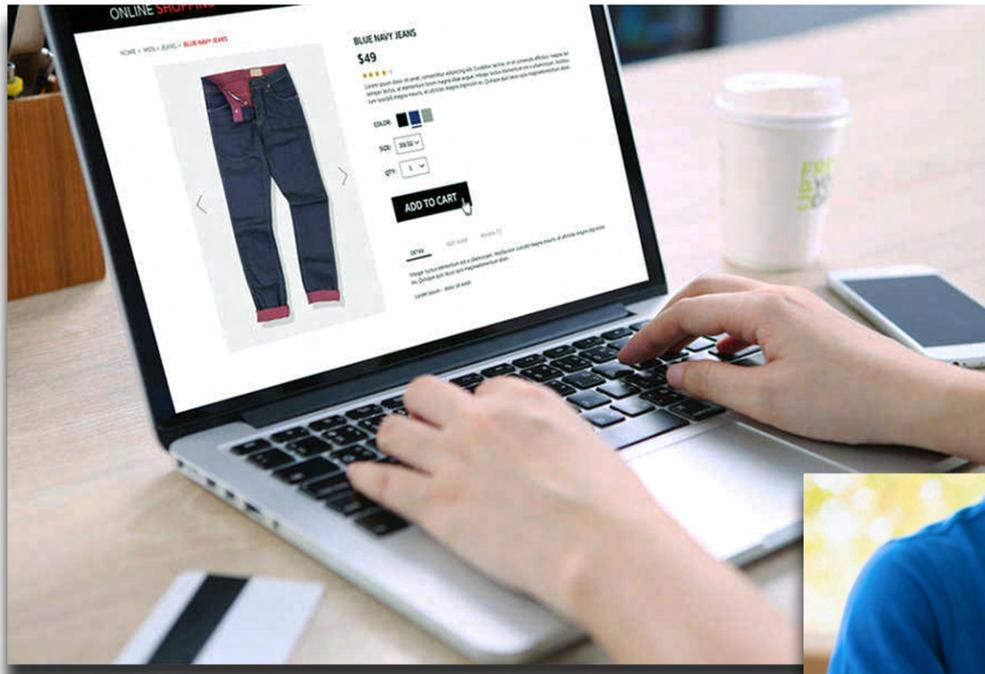


## *Provide Accurate Pricing*

With an ERP integration, updating pricing information is easy. Updating product pricing information in your ERP will automatically update pricing information in your web store. With some integrations, you can even implement dynamic pricing based on changing inventory data.

For B2B companies, an ERP and eCommerce integration makes things like tiered pricing and customer-specific pricing simple. This eliminates the need for phone calls and makes it easier for your B2B clients to place orders on your website, particularly large repeat orders as is common with this type of customer.

Many companies use their ERP system to centralize contracts, pricing, and invoicing, so it makes sense to input that information from your website directly via an automated integration.



***“You can’t wait for customers to come to you. You have to figure out where they are, go there and drag them back to your store.”***

**- Paul Graham**

## *Increase Inventory Visibility*

Increase inventory visibility and ensure that your website displays accurate inventory information with an ERP integration. Particularly for businesses with many different product types, or businesses with brick-and-mortar stores in addition to their eCommerce store, keeping your website updated with accurate real-time inventory is nearly impossible without an integrated software solution.

Avoid undersells and oversells on your website by integrating your ERP and eCommerce store.

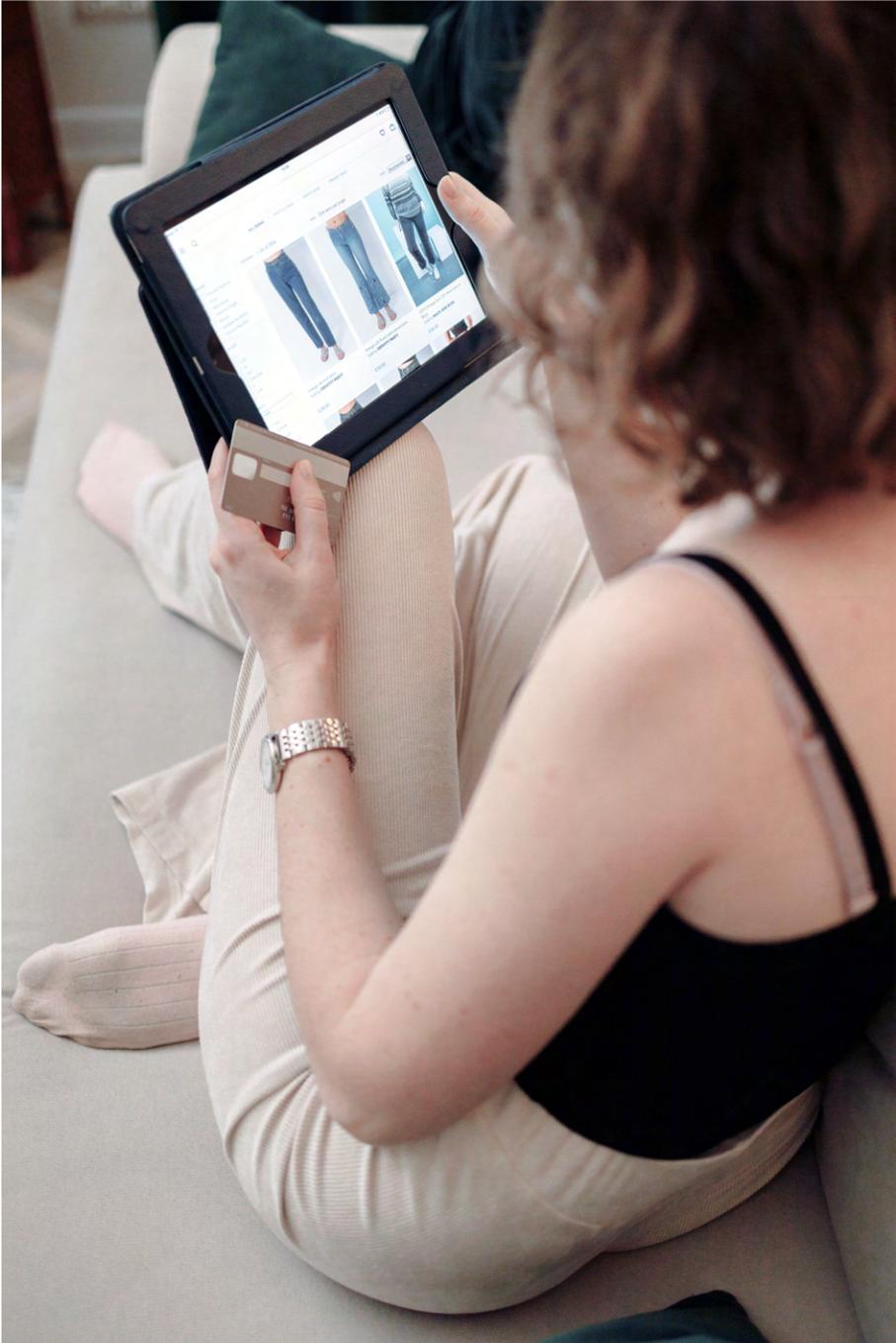


## *Eliminate Errors During Ordering*

Particularly for a B2B business, placing a new order may involve an intricate workflow with custom quotes, contracts, and approval processes. Different customers may have access to different products, have order limits, or require specific shipping options.

Handling all these different requirements would be challenging under any circumstances, but setting up your website to perform them automatically could be nearly impossible without an ERP integration. With an ERP integration, order data is stored within your ERP and then flows into your website so that you can personalize the ordering experience for every customer, including customer-specific pricing or products.

Best of all, this is done automatically without the need for manual data transfers.



## *Offer Omnichannel Experiences*

Offering an omnichannel experience involves improving the customer experience by creating better customer relationships across multiple points of contact. Part of the omnichannel experience also involves offering your customers multiple different channel options for purchasing your products.

An ERP integration helps you fulfill these customer orders in a timely fashion and store all of a customer's purchase history in one place regardless of channel. Through your website, this information will be visible to the customer, including the method involved in placing each order.

Many ERPs also offer CRM functionality, or include integrations for CRMs as well as for your eCommerce store, so that you can offer your customers a seamless, integrated experience designed to meet their needs.

## *Make Better Use of Data*

Many companies store a majority of their data in their ERP. This makes sense as improving data visibility is one of an ERP's primary functions, along with improved communication between departments.

Integrating your ERP and eCommerce store brings customer purchase data directly into your ERP so that you can run better reports for sales and marketing. Better data means better decisions for your business.

With an ERP integration, you benefit from streamlined operations and better reporting, including better demand, inventory, and supplier forecasts.

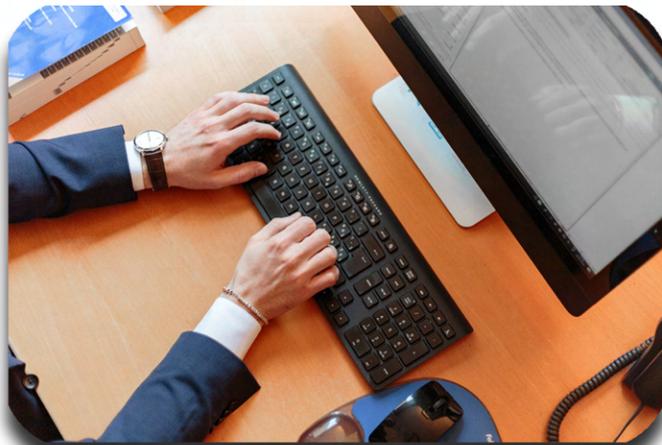


***“You are what you do,  
not what you say you do.”***  
**- Carl Jung**



## *Enjoy Scalability and Security*

Many companies primarily store their client, product, transaction, and user data in their ERP. The volume of this data expands over time. Businesses need a robust, scalable ERP integration that can handle this increased volume and accommodate future growth and more eCommerce orders.





***“Data data data, I can’t make bricks without clay.”***

**- Sir Arthur Conan Doyle**

## Improve Compliance

One of the big advantages of using an ERP is increased compliance with laws and regulations. Keeping track of all that could be challenging for any business, particularly when regulations change or new ones are instated. An ERP does the heavy lifting for you when it comes to compliance.

An ERP and eCommerce integration offers these same benefits, too. Compliance changes stored in your ERP, such as a region-specific increase in taxes, will automatically affect product listings on your website. An integration also allows you to track invoices and orders from your website in your ERP, which makes managing accounting and tax data easier for your business.





*“Communications is at the heart of eCommerce and community.”*

**- Meg Whitman**

## *Improve the Customer Experience*

Happy customers become repeat customers, while unsatisfied customers don't come back.

An ERP integration allows businesses to offer a better, more personalized experience to their customers, including better product recommendations and stored shipping preferences. It also makes repeat purchasing easy.

Whether your business is B2B or B2C, or anywhere in between, a good customer experience is a must. Often, B2B and B2C clients are the same people, since the person who buys cat food on Saturday morning for their pet is the same person ordering office supplies on Tuesday. People who have grown up placing orders online have high service expectations, and if your businesses won't meet them, they'll find someone who will.

## *Performing an ERP and eCommerce Integration*



## *The Right System*

There are several steps involved in performing an ERP and eCommerce integration. The first step, after installing your ERP, is to research what options are available for integrating your ERP and your website. Different ERP and eCommerce integrations offer different functionality. It's important to pick a product that will best fit your needs. In addition, some ERP and eCommerce integrations work only with specific versions of ERP software or website providers, so it's important to make sure that whatever solution you pick is compatible with your current systems.

If your business does not yet have an ERP and you know that you will want to integrate your ERP and eCommerce website, you should keep that in mind when choosing your ERP provider.

## *Finding a Partner*

When choosing your ERP or eCommerce integration, in many cases, you are choosing a technology partner as well as a software product. If the first step of your journey involves a new ERP installation, often you have a choice between multiple different partners who will sell and configure your new ERP for you.

Consider what services they provide, how responsive they are during the negotiation process, and what services or technology add-ons they offer that their competitors may not.

Taking extra time during your selection process can save your business time and money later on.





*“If you do build a great experience, customers tell each other about it Word of mouth is very powerful.”*

**- Jeff Bezos**



## Implementation Process

The timeline for your implementation process will vary based on the complexity of the product and the customizations you choose, as well the partner you select.

Broadly speaking, there are six main steps to an ERP Implementation process.

- 1 Planning
- 2 Development
- 3 Deployment
- 4 Design
- 5 Testing
- 6 Training



## *The Steps - Part One*

**Planning** - This stage is exactly what it sounds like. It involves identifying your company's needs and making sure that all parties' expectations and timelines are aligned.

**Development** - During this phase, you and your technology partner will develop the conceptual designs and architecture for your future ERP application. It's basically a roadmap for how your ERP installation should work.

**Deployment** - During this phase, your partner will deploy your new ERP application and any desired enhancements. This includes performing a basic installation and setting up the desired number of users.



## *The Steps - Part Two*

**Design** - Your technology partner will configure your ERP to fit your company's needs and requirements. This includes making any necessary customizations or modifications, and ensuring that everything works exactly the way you need.

**Testing** - The purpose of this phase is to test your ERP application to make sure that it fits your needs. No matter how well thought-out the configuration was or how carefully your technology partner audited your company's needs, there will be changes once the installation is deployed.

**Training** - The human element is always the hardest part of any new technological system. Employees are likely to be resistant or fearful of any technological change. The best way to address this is through training. With training, you can give your employees the knowledge and confidence they need to use your new ERP installation to its fullest.



*“Create content that teaches. You can’t give up.  
You need to be consistently awesome.”*

**- Neil Patel**

***Thanks for reading!***



***“Screw it, let’s do it.”***

**- Sir Richard Branson**

## About Us

**CertiPro Solutions, LLC** is a full-service technology solutions provider. We are experts in Sage ERP and Magento eCommerce. We provide end-to-end support for Sage Magento integrations. Our E-Link tool forms a two-way sync between Sage and Magneto. It handles all data connection points—including Products, Pricing, Inventory, Customer Information, Order History, and more—for Business Partner Portals and other B2B/B2C eCommerce needs. E-Link is compatible with Sage 100cloud, Sage 300cloud, Sage 500, and Sage X3.

To learn how CertiPro could help you integrate your Sage ERP and Magento eCommerce site, please contact us at [info@certipro.com](mailto:info@certipro.com) or (323) 316-9777.



## *About Sage Software*

**Sage Group Plc.**, more commonly known as Sage, was founded in 1981 as a provider of estimating and accounting software for small businesses. From there, it has grown into a provider of enterprise resource planning (ERP) software for businesses of all kinds and sizes around the world. As one of the oldest providers of ERPs on the market, Sage has seen it all. They are experts in creating software designed to solve common problems and pain points that businesses face every day.

CertiPro is proud to be Sage Gold Development Partner. We sell and offer full implementation for Sage 100cloud, Sage 500, Sage X3, Sage Intacct, Sage CRM, and Sage Fixed Assets. We also offer enhancements for Sage 100cloud, Sage 300cloud, Sage 500, and Sage X3.

To learn how Sage ERP could help your business, please contact us at [info@certipro.com](mailto:info@certipro.com) or (323) 316-9777.



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