GUMU™ Integration for ⓜ with sage 300

In the current internet era it is observed that B2C sales are projected to grow over 1700 billion USD and B2B sales are projected to grow over 6.7 trillion by 2020. There is exponential volume and revenue growth in online sales. Number of businesses are turning to ecommerce to tap this opportunity. Retail and wholesale buyers both require online channel for doing business, managing accounts and shopping cart. Choosing a right ecommerce platform is integral. From the avail-able ecommerce solutions; Magento is a proven leader. It is a feature rich ecommerce platform offering merchant complete flexibility over the user experience, content and functionality of their online channel. These businesses essentially have an ERP to keep their total cost of ownership low. With two such business critical application coming in foray it becomes essential to seamlessly integrate both of them in order to exploit their full potential and maximize the ROI.

Greytrix Offerings:

Greytrix offers integration between Sage 300 and Magento eCommerce platform to meet the need of integrating ecommerce and ERP applications. It is beneficial for existing Sage users who are looking for ecommerce application and integration tool or businesses running a Magento website but requiring an ERP and vendor for integration. Greytrix provides a well-designed integrated solution which automates the products, pricing and stock updates from your ERP to Magento website providing accurate product information and availability. By integrating your online orders to ERP; it simplifies order processing and accounts receivable. It also facilitates B2B ecommerce; by linking customers from your ERP to your online website. By integrating Magento and Sage 300; businesses can scale their online sales, reduce operational cost and increase profitability.

1. Bi-directional Data Integration:

You can now have bi-directional Integration of modules such as Customers/ Products/ Orders and Payments from Magento to Sage 300 so that every relevant detail of the order can be imported to the ERP system with absolute accuracy and eliminating human intervention.

2. Automated Data Synchronization:

You can set the automated schedules for integration of the Magento and Sage 300 modules such as Customers, Products, Orders and Payments. In built scheduler program ensures data is synchronized automatically.

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3. Multi Store/Folder Integration:

GUMU™ connector is designed to synchronize folder with Multiple stores in Magento.

BENEFITS:

Easy B2B or B2C Customer Placement:

B2B customers from Sage 300 are generated as customers in web store. B2C customers from Magento are generated as customers in Sage 300. Appropriate alignment of customers takes place under appropriate customer groups either by customer category or specific statistical groups.

Customer Specific Pricing:

Customer specific price list defined in Sage 300 gets synced with the pricing rules. With mapping of customer category or statistical groups with the customer groups in Magento, specialized pricing rules can be defined for the particular set of customers.

Stock Updates:

Maintain exact inventory levels in web store using stock updates from Sage 300.

Products Info Update:

Products from Sage 300 will be uploaded to web store. Details such as descriptions, pricing and images will be appropriately updated.

User Friendly Interface:

A web based user interface on the front end provides a rich and easy to use interface.

Flexible & Scalable Solution:

There is flexibility in data mapping between the integrated systems. Plugin based architecture to assist in setting up and managing the integration link.