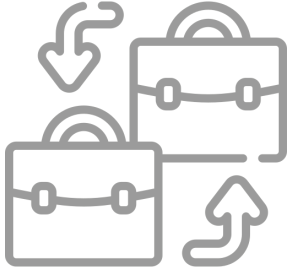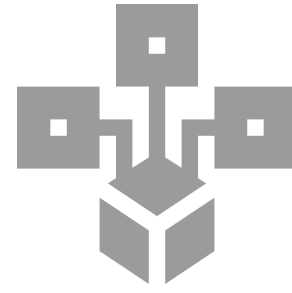# GUMU™ Integration for Shopify with *Sage X3*

eCommerce relies on transacting and facilitating business on a day-to-day basis due to the rise in online shopping and digital brands. Shopify integration with Sage X3 simplifies sale and purchase of goods during web shopping whilst taking care of back end transactions like invoices, stocks, purchases, Customer specific pricing, logistics, payment processing etc. Integrating entities improves internal eCommerce processes through bi-directional sync based on demand or schedule. Moreover, GUMU™ Cloud API led connectivity allows eCommerce companies to unlock data, services, and other assets resurfacing them onto a broader platform helping organizations to thus, create new products and digital experiences.

Drawbacks of Traditional Approaches to eCommerce

- Data Duplication

- Inability to deliver eCommerce projects based on demand and supply

- Lack of reliable eCommerce strategy to grow revenue due to inadequate reporting

- Difficulty in integrating new applications or leverage data from existing applications for new projects

- Inappropriate data inventory leading to delay in replenishment of stocks.

GUMU™ Integration forShopify with Sage X3

GREYTRIX | GUMU™

1. Bi-directional Data Integration:

Customers can be synced bi-directionally. Optimize your processes whilst reducing the cost of manually addressing the inconsistencies through Shopify connector for Sage X3.
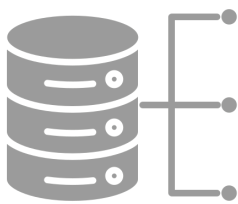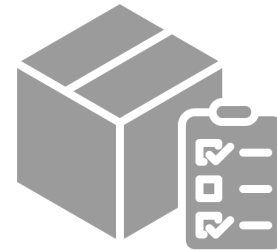
2. Simplified B2B or B2C Customer Placement

B2B customers from Sage ERP are generated as customers in web store. B2C customers from e-commerce platform are generated as customers in Sage ERP. Hence, appropriate alignment of customers take place under appropriate customer groups grouped by customer category or specific statistical groups.

3. Stock and Products Info Updates

By using Sage X3, e-commerce industries can maintain exact inventory levels in web store using stock updates from ERP. Similarly, Products from Sage X3 will be uploaded to the web store containing details such as descriptions, pricing and images will be appropriately updated.

4. Seamless Data Flow

Entities from Shopify such as Customers, Orders and Entities from Sage X3 such as Customers, Products, Product Inventory, Product Categories, Invoices are integrated seamlessly for complete control of your web store.