

# TrueCommerce and ChannelAdvisor



## SELL ON HUNDREDS OF MARKETPLACES WITH TRUECOMMERCE AND CHANNELADVISOR

TrueCommerce's integration with ChannelAdvisor cuts through the noise to help you process all your marketplace orders quickly and accurately to give your company a competitive advantage.

The powerful TrueCommerce platform connects directly with ChannelAdvisor, so you can automatically exchange key order, fulfillment, customer and inventory data between all your marketplaces and your business system, 3PL, shipping and/or warehouse management systems.

From speeding up order processing, to giving customers near real-time inventory availability, to connecting your business system or ERP to your entire supply chain, the tools you need will be right at your fingertips. With TrueCommerce and ChannelAdvisor, you can accelerate growth and maximize the strategic value of your marketplaces, so you can Do Business in Every Direction.

## TRUECOMMERCE MAKES IT EASY TO MANAGE:



### Inbound Orders

- Inbound orders retrieved from Marketplaces like Amazon, eBay, and Rakuten
- Sends item orders, buyer info, billing, and shipping to your ERP



### Outbound Fulfillment

- Advance ship notices, warehouse shipping orders, and other outbound documents
- Sends shipping information like tracking numbers, carriers, and expected delivery dates to the marketplace for email to the buyer



### Outbound Inventory

- Product activity data from vendors, warehouses, and 3PLs
- Updates available inventory for each marketplace, while you manage listings in your marketplace portal

**WHY TRUECOMMERCE?**

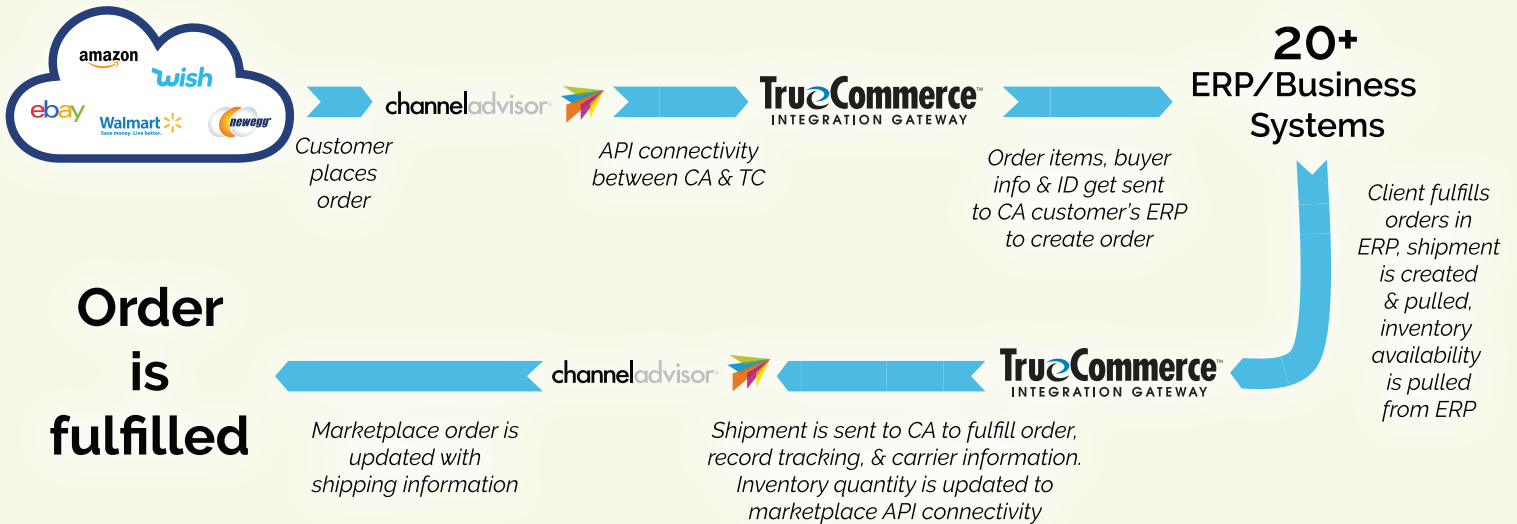
TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. That's why thousands of companies across various industries rely on us.

**HOW IT WORKS: THE TRUECOMMERCE – CHANNELADVISOR WORKFLOW**

To link your internal systems to your marketplace listings, ChannelAdvisor and TrueCommerce work together to automate bi-directional data flows. Through API connectivity and ERP integration, your business can accelerate fulfillment, keep customers informed, and ensure up-to-date information on product availability across all your marketplace connections.

1. When a customer places an order, it enters ChannelAdvisor and then TrueCommerce through API connectivity
2. TrueCommerce sends the order to your ERP/business system to begin order processing and fulfillment
3. TrueCommerce retrieves key order information like tracking numbers from your business system, and transmits it to ChannelAdvisor
4. ChannelAdvisor updates the marketplace order, so customers can see their order status from shipment departure to delivery

**ChannelAdvisor to TrueCommerce Order Work Flow**



**ABOUT TRUECOMMERCE**

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**TrueCommerce.**  
Do business in every direction.

**THE TRUECOMMERCE TEAM IS HERE TO HELP!**

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

**Call us today at 888.430.4489**

[www.truecommerce.com](http://www.truecommerce.com)



**TrueCommerce™** | Do business in every direction

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