

# TrueCommerce Online Marketplace Integration



## BENEFITS

- Enhance efficiency and automation with cloud-based, plug-and-play data integration between over 100 of the world's top online marketplaces and your business or ERP system
- Automatically sync time-sensitive data including orders, fulfillment details and inventory positions between all marketplaces and your business system
- Connect to and manage all marketplaces from one central place, through one vendor
- Consolidate multiple portals and ad hoc/homegrown processes into one, cloud-based platform that is simple to implement, cost-effective and highly scalable
- Increase agility, timeliness and accuracy by digitally transforming interactions with your end customers

## AUTOMATICALLY EXCHANGE ORDER AND INVENTORY DATA BETWEEN LEADING MARKETPLACES AND YOUR BUSINESS SYSTEM

Brands seeking to leverage online marketplaces have been hampered by a lack of integration and automation between diverse marketplaces and their business systems—making it difficult to process orders efficiently and keep inventory in sync, especially at scale.

Unique in the industry, TrueCommerce now integrates key order, fulfillment and inventory data between all marketplaces and your ERP, third-party logistics (3PL) and/or warehouse management system(s).

Our groundbreaking solution offers everything you need to quickly connect to more buyers and grow sales on Amazon, eBay, Walmart, Wish, Houzz, Rakuten, Sears, Jet, Newegg, Overstock.com, Google, and nearly 100 other marketplaces worldwide.

Now you can accelerate your growth and maximize the strategic value of online marketplaces by processing those orders and managing associated inventory much faster and easier, from a single location.

With TrueCommerce Online Marketplace Integration, your brand can be more connected across your channels, more supported to reach your business goals, and more prepared for what's next in the rapid evolution of commerce.



TrueCommerce offers an unsurpassed range of unified commerce services to connect your business across the supply chain—to customers, suppliers, logistics providers and channels.

## DO BUSINESS IN EVERY DIRECTION BY INCREASING AUTOMATION ACROSS YOUR ORDER, FULFILLMENT AND INVENTORY WORKFLOWS.

### Synchronized Order Management

The TrueCommerce solution automatically retrieves orders that end customers place online, and integrates these with your ERP or financial system to maximize efficiency, eliminate manual effort and reduce the chance of errors. This includes creating new customers in your ERP, verifying price and validating items. When you fulfill an order, the system automatically uploads the fulfillment details to the appropriate marketplace, including when the order shipped, what was shipped and tracking data for the end customer. This bi-directional integration greatly reduces the overhead associated with serving end customers, improves the customer experience and strengthens your brand reputation.

### Streamlined Inventory Data Management

The TrueCommerce online marketplace integration allows you to automatically track your inventory across marketplaces from a single, central location. The solution synchronizes inventory status from your in-house systems directly with each marketplace. This helps communicate real-time inventory quantity availability across marketplaces to reduce the likelihood of overselling.

### Drive Growth into Wholesale Channels

For brands that are looking to grow into wholesale channels, the global TrueCommerce Commerce Network offers immediate connectivity, integration and compliance with leading retail and wholesale trading partners like Target, Costco, Home Depot and many, many more. Leveraging the same platform that supports our marketplace integrations, sellers can use EDI and other TrueCommerce connectivity methods to quickly expand into leading wholesale channels, as well as onboard fast-growing dropship vendor programs with major retailers.

### Unlock the Full Potential of Integrations

TrueCommerce offers an unsurpassed range of unified commerce services to connect your business across the supply chain—to customers, suppliers, logistics providers and channels. This includes robust integrations with over 30 of the leading ERP/accounting, logistics and warehouse management and inventory management solutions. With TrueCommerce, you can further expand the power and value of integrations to help grow your business, drive operational efficiency, maximize the return on technology investments, and be ready for whatever comes next.



### Integrated Marketplace Touchpoints

The TrueCommerce Online Marketplace Integration supports the following classes of transactions:

- Inbound orders from marketplaces, including items ordered, buyer information, etc.
- Outbound fulfillments/shipments, including the ability to update marketplace orders with shipping data like shipping status and tracking numbers. The marketplace then emails this information to the buyer.
- Outbound inventory. This includes updates to quantities available for each marketplace, helping to ensure that you can fulfill items purchased.
- Creation of new customers in your business system based on the inbound order.

### Marketplaces Supported

The TrueCommerce Online Marketplace Integration connects sellers to over 100 marketplaces worldwide, including:

- Amazon
- eBay
- Google
- Walmart
- Jet
- Overstock
- Facebook
- Houzz
- Newegg
- Rakuten
- Wish
- Sears

### International marketplaces include:

- AliExpress
- Tophatter
- Fruugo
- Lazada
- Zalando
- Mercado Libre
- Steals
- Game

Plus dozens more!

### How It Works

- End customer places an order through an online marketplace.
- Order data is transmitted automatically to your ERP, shipping system (e.g., TrueCommerce Pack & Ship) or other backend system.
- You fulfill the order.
- Fulfillment and shipping details are automatically transmitted from your ERP, shipping system or other backend system back to the marketplace.
- The marketplace order is updated with the shipping information.
- The marketplace notifies the end customer that their order has been fulfilled and is on its way.

### Key Differentiators

- TrueCommerce offers cloud-based, turnkey integrations between major online marketplaces and leading ERP, financial, shipping and other key supply chain systems.
- As a long-time global leader and innovator in supply chain integrations, TrueCommerce integrations are certified by the ERP vendors to ensure they function in accordance with standards and best practices for design, performance, reliability and scalability.
- Leveraging a broad solution portfolio across a common foundation, TrueCommerce can also help brands connect and integrate not just with marketplaces, but also with wholesale channel partners like major retailers, distributors and dropship vendor programs; and also with suppliers and 3PLs.
- Integration with marketplaces worldwide empowers your brand to expand into international markets, including Europe, the Middle East, Asia-Pacific and Latin America.

With TrueCommerce Online Marketplace Integration, your brand can be more connected across your channels, more supported to reach your business goals, and more prepared for what's next in the rapid evolution of commerce.



### Solve Your Key Business Challenges

- ▶ Enjoy a cost-effective solution to scale your business across multiple channels without modifying core systems or paying for high-cost add-ons that impact profitability as you grow.
- ▶ Partner with one proven vendor to solve multiple supply chain and commerce integration challenges.
- ▶ Reduce IT cost and complexity with a reliable solution that is well supported and easy to manage and maintain.
- ▶ Integrate with multiple marketplaces and other commerce channels (e.g., dropship vendor portals) through a single integration platform.
- ▶ Minimize demands on internal IT resources with a cloud-based solution. No need to build or maintain web service-based integrations, manage file-based uploads or perform manual data entry.
- ▶ Make life easier for business staff with an easy-to-use, automated solution along with real-time access to knowledgeable support resources to keep orders and data flowing.

### More TrueCommerce Solutions for Marketplace Integration

Additional TrueCommerce applications that can synchronize data with online marketplaces through the TrueCommerce Online Marketplace Integration include:

- ▶ TrueCommerce Pack & Ship, which can update marketplaces with shipping information when used to fulfill marketplace orders.
- ▶ TrueCommerce Product Information Management (PIM), which can retrieve and update inventory data from online marketplaces.

### Connecting Your Business across the Supply Chain

The TrueCommerce Supply Chain Commerce Network is powered by TrueCommerce Foundry—a broad set of unified commerce services and apps that connects customers, suppliers, channels and systems. This cloud-based platform revolutionizes supply chain visibility and collaboration and helps organizations make the most of their omni-channel initiatives through partner-to-partner connectivity, order management, collaborative replenishment, intelligent fulfillment, cross-functional analytics and product information management.

TrueCommerce customers of any size can easily connect with any trading partner, while enjoying the peace of mind of a proven service platform that reliably handles hundreds of millions of transactions annually.

TrueCommerce is recognized by IDC as a leader for Supply Chain Commerce Networks, and a Contender for Digital Commerce. Gartner recognizes TrueCommerce as a Challenger in its Magic Quadrant for Multi-Enterprise Supply Chain Business Networks.

TrueCommerce. We help you do business in every direction.

### TO FIND OUT MORE

Ready to find out more about how the TrueCommerce Online Marketplace Integration can help your brand do business in every direction? Contact TrueCommerce today at 888-430-4489 to speak with an integration expert or schedule a demonstration showing the specific workflows to and from your business/ERP system.

### ABOUT 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.

**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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