

How Alluvia has Revolutionized SAP Business One Integration.



Executive Summary

SAP Business One integration is important, delivering many benefits to your business. But it has long been a challenging and daunting task for many businesses.

Integration has traditionally been very costly and complicated - in terms of cost, time, and resources. Consultants are hired, work is never as simple as first assumed, and market opportunities slip by while the consultants deal with the complexity.

A revolutionary new approach eliminates all of these problems.

In this white paper, we not only cover why SAP Business One integration is essential for increasing sales, but we also take a closer look at new approaches available.

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Introduction

There are many reasons to integrate with SAP Business One. Perhaps you receive orders or shipment information directly from customers or suppliers, and you want to automate the upload process for these files as the data goes into SAP Business One, and acknowledge receipt of those files or send appropriate documents back in return.

You may also want to streamline your e-commerce business or keep your sales reps and customer service agents up-to-date on the latest customer data. Or, maybe you want to integrate SAP Business One with your Electronic Data Interchange (EDI) files and forms.

Regardless of your motivation, SAP Business One integration has traditionally been an expensive, complex, and lengthy process. Fortunately, new approaches are available that drastically simplify the process via tools such as preconfigured templates and mapping wizards. SAP Business One integration is now an affordable reality for medium-sized businesses.

The big picture: Benefits of SAP Business One integration

The benefits of integrating SAP Business One with your e-commerce platform, CRM system, EDI, or custom files include:

- ***No more data redundancies*** – Information on buyers and purchases is shared between systems, eliminating errors that can occur and preventing duplicate entries. Data integration also speeds up information retrieval and sharing since the data is available at all points along the supply chain.
- ***Real-time inventory updates*** - Optimize the inventory process from the warehouse to distribution and all the way to the final point of sale by updating your inventory in real-time, ensuring your ability to meet all deliveries.
- ***Deeper understanding of revenue growth*** - Data integration provides a clearer picture of daily sales, as well as quarterly and annual revenues versus costs, allowing you to more accurately measure the performance of your business in real-time.
- ***Resource and time savings*** – Integration yields faster order fulfillments and quicker response times on sales calls. The elimination of manual data entry saves time. Fewer resources are required to keep your systems in sync and up to date.
- ***Increased customer retention and loyalty*** – When you fill orders faster and more accurately, customers stick with you and refer you to friends. When your sales reps and customer service agents can use detailed and accurate customer data to create a better experience, sales increase and customers are happy.

Let's dig a little deeper into some of the most common integrations with SAP Business One so you can better understand where your business can benefit.

A closer look at specific connections

Here is a closer look at the various e-commerce platforms and connections you may want to integrate with SAP Business One. We provide some differentiators between each connection and what you need to integrate.

Marketplace: Amazon



- Amazon is the world's largest retailer with [third-party sellers representing the second largest revenue segment](#) for the platform.
- It features more than two million third-party sellers.
- FBA (Fulfillment by Amazon) service is a unique option for sellers:
 - Your products are eligible for Amazon Prime and Super Saver shipping.
 - Sellers receive a higher percentage of sales compared to non-FBA sellers.
 - Amazon handles the fulfillment side of the order.
 - You benefit from Amazon's lower costs for customer service, shipping, and returns.

What you need for SAP Business One integration:

- Amazon MFN/FBM order information
- Amazon MFN/FBM order fulfillment
- Amazon FBA order
- Amazon FBA shipment
- Amazon inventory update



- Walmart is the world's biggest retailer reporting a 63% increase in U.S. e-commerce sales in Q1 of 2018.
- You sell on [Walmart Marketplace](#).
- Walmart is looking for sellers who provide variety, are reliable, and provide quality customer service with fast order fulfillment.
- Once approved as a seller, you can create product catalogs, set prices, and control your inventory.

What you need for SAP Business One integration:

- Walmart order
- Walmart delivery
- Item catalog
- Pricing updates
- Inventory quantity updates

jet

- [Jet](#) is an e-commerce site purchased by Walmart in 2016.
- It is a one-stop shop where you can get almost anything.
- Jet offers incentives to buyers to get them to buy more (such as its “buy more, save more” promotions).
- Sellers receive assistance from Jet which matches the best seller to each order and provides sellers with a tool – The Rules Engine – to automatically adjust prices based on factors such as shipping destination.
- Manual setup is not an option with Jet, making integration a requirement.

What you need for SAP Business One integration:

- Order details
- Inventory



- There are over 160 million buyers on [eBay](https://www.ebay.com).
- The platform provides many resources to sellers:
 - Promotional tools to increase your visibility
 - Global Shipping Program (GSP) in which eBay handles the shipping on qualified international orders
 - APIs so you can expand across multiple channels
 - A combination of website and mobile app means lots of opportunities for you to sell

What you need for SAP Business One integration:

- Order details
- Shipment information
- Inventory updates

Etsy

- Etsy focuses on [handmade and vintage items](#).
- There are more than 30 million buyers and 1.9 million sellers as of late 2017.
- Real-time inventory updates are important here as handmade and unique items can easily run out of stock.

What you need for SAP Business One integration:

- Order details
- Shipment information
- Inventory updates

Shopping Cart: Shopify



- Shopify is a leading cloud-based [multi-channel e-commerce platform](#).
- Over 500,000 businesses use Shopify across 175 countries.
- It is designed with small and medium-sized businesses in mind.
- Shopify enables you to sell on the web, social media, mobile, brick-and-mortar stores, and pop-up shops.
- You can globally grow your business with such features as automatic risk assessment on orders, tax calculations for over 70,000 jurisdictions, and PCI DSS (Payment Card Industry Data Security Standard) compliance.

What you need for SAP Business One integration:

- Order details
- Inventory
- Item catalog
- Pricing updates
- Inventory quantity updates
- Customer profiles

Shopping Cart: BigCommerce



- BigCommerce is another industry-leading [cloud e-commerce platform](#) for mid-market businesses.
- It claims to provide the best ROI in the industry.
- A simple and intuitive interface with over 100 different apps and add-ons can easily be integrated into your store.
- This option is ideal for middle-market businesses and fast-growing smaller brands, as it enables business and marketing managers to run promotions and campaigns and change settings without technical assistance.

What you need for SAP Business One integration:

- Order details
- Delivery
- Item catalog
- Pricing updates
- Inventory quantity updates
- Customer profiles

Shopping Cart: WooCommerce



- WooCommerce is an open-source e-commerce plugin for WordPress that [powers over 28% of all online stores](#).
- It is customizable, allowing you to add only those plugins you want.
- WooCommerce integrates seamlessly with WordPress, one of the most popular tools for building websites.
- Multiple payment gateways and options for setting preferences for shipping rates and tax calculations are offered.

What you need for SAP Business One integration:

- Order details
- Inventory
- Item catalog
- Pricing updates
- Inventory quantity updates
- Customer profiles

Shopping Cart: Magento



- This e-commerce platform was named a leader in Gartner's 2017 Magic Quadrant for digital commerce.
- Magento offers the [industry's lowest Total Cost of Ownership](#) (TCO).
- It is an open-source platform that offers flexibility and customization options.
- Sellers can easily build their website from thousands of themes.
- Secure payment methods and optimization for mobile are provided.
- You can get up and running at little to no cost.
- Some technical know-how is required for setup.
- Alluvia supports Magento Version 1.X and Magento Version 2.X

What you need for SAP Business One integration:

- Order details
- Inventory
- Item catalog
- Pricing updates
- Inventory quantity updates
- Customer profiles

CRM System: Salesforce



- Salesforce was named the [#1 Customer Relationship Management](#) (CRM) tool by International Data Corp four years in a row.
- You need to synchronize data on customers, products, and prospects between Salesforce and SAP Business One to:
 - Remove data entry errors.
 - Provide real-time information to your team.
 - Reduce the sales cycle and response time.

What you need for SAP Business One integration:

- Salesforce accounts sync
- Salesforce contacts
- Salesforce products
- Salesforce price books
- Salesforce quotes
- Salesforce custom objects



- [HubSpot](#) is a developer of software products for automated marketing and sales processes.
- You need to make sure that any update to an account or contact in HubSpot is immediately reflected in SAP Business One.
- Your sales representatives can be certain they always have the most up-to-date information when reaching out to customers and prospects.

What you need for SAP Business One integration:

- Accounts sync
- Contacts sync

Shipping System: ShipStation



- [ShipStation](#) is a leading shipping software for online sellers.
- Online retailers are connected to more than 30 shipping providers.
- Label creation and shipping is simplified.

What you need for SAP Business One integration:

- Order details
- Label creation
- Shipment tracking confirmation

EDI

- EDI is the automated electronic exchange of business documents between business partners.
- It can be used for all types of business documents, some of the most common being purchase orders, invoices, and inventory files.
- There are many [EDI document standards](#), with the two most common being ANSI X12 and EDIFACT.
- Despite the standards, many businesses have created their own flavor of EDI document formats and requirements, creating intricacies around the exchange of information and integration.
- Successful SAP Business One integration needs to overcome these variances in a quick and affordable way through the use of templates and a mapping wizard.

Custom Files

- You may receive orders directly from customers, distributors, wholesalers, or partners, or receive incoming shipment information from suppliers for parts and products.
- This data needs to make its way into SAP Business One.
- There are three options:
 - Manual - this process is slow and can result in many errors.
 - SAP Data Transfer Workbench (DTW) Tool - a slight improvement over manual methods, but still very complex.
 - Integration - using pre-built templates, a mapping wizard, and an integration engine, only a few steps are required for each connection.

Traditional SAP Business One integration: Slow and expensive

When integrating SAP Business One with WooCommerce, Magento, Shopify, or another platform, using traditional methods, the timeline, cost, and complications are basically the same. The scenario often goes like this:

- The customer reaches out to one or more vendors for a quote.
- Vendors submit proposals outlining the services to be provided.
- Proposals are reviewed.
- Once selected, a traditional vendor will have the customer sign a contract for the data integration services to be provided.
- Upon contract signing, a kick-off meeting is held to outline the full details of the SAP Business One integration and a start date is scheduled.
- Custom consulting work is performed by a small team of 2-5 professionals to complete SAP Business One integration with your specific platform. The timeline and cost profiles often look like this:
 - Project spans 4-8 weeks (and oftentimes longer than that).
 - Consulting rates averaging \$150 per hour.
 - Total cost typically includes a large one-time fee that can run into the tens of thousands of dollars.
 - Annual licensing renewal fees must be factored into future costs.
 - Any additional consulting work required beyond install – updates required based on marketplace platform changes for example – are charged at the agreed-upon hourly consulting rate.

With so many businesses needing to set up SAP Business One integrations, why does it still take so long and cost so much? Is each integration really that unique or can pieces be created so they fit universally across all companies?

Revolutionary new integration platform

As it turns out, there is a better way, one discovered, built, and sold by a team of developers who had extensive experience developing for SAP Business One.

This new application was developed out of the concept that the basic process of integration always consists of identifying the fields that must be integrated, both in the source system and the target system. Once the fields are identified, they can be “templated,” so that the template can be used repeatedly to connect one system (say, SAP Business One) with various other systems - which can also be templated.

The Alluvia integration platform further streamlines the process through a mapping wizard, which identifies appropriate matchups between fields (date, name, address, etc.). The user can review this preliminary matchup and fine-tune it.

Using this integration tool, integration work is not started from scratch with each customer or connection. A typical scenario, using this revolutionary platform, looks like this:

- The customer installs a small utility on their server.
- Everything else is stored and maintained in the cloud.
- The customer uses an intuitive mapping wizard and a drag-and-drop interface to match the data elements from the e-commerce platform, EDI, CRM, or custom file to SAP Business One. (Note that the user is doing this, and not a consultant.)
- That’s it. No complex configurations, no consulting fees, no drawn-out development timelines.

Compare this to the scenario with traditional integration and the difference is clear.

Additional benefits include:

- **No custom programming** - One of the most time-consuming elements in e-commerce integration is the custom consulting work typically required to set up the integration. With this requirement eliminated, setup times have been drastically reduced.
- **No extensions or change to your code** - Unlike other integration solutions, Alluvia does not require you to change the code, install extensions or add-ons in your e-commerce application, or in SAP Business One - all of which add complication, and increase initialization and load times. Alluvia operates strictly in the background, simply exchanging data via the API, with nothing extra required.
- **Empowered employees** - Drag-and-drop abilities enable internal employees to make changes to the system as needed. Employees can make changes to user-defined fields without the intervention of an outside consultant, keeping your costs down and your business flexible.
- **Automatic updates to platform requirements** - means that if Amazon or Shopify change their integration requirements, your business will keep running smoothly.
- **Pre-built templates** - All of the required documents for each connection are included, providing you a complete integration solution.
- **A cloud system** - keeps maintenance requirements low, freeing you and your staff to work on more business-oriented tasks.
- **Expanding integration to other platforms** - is simple and affordable, finally giving medium-sized businesses a legitimate opportunity to expand and grow.
- **Pricing that grows with you** - Your monthly transaction fees only increase as you increase transactions in a given month, so if your business is cyclical, your bill will go back down - and up - as your sales do.

Just how much faster is integration using this method?

Even if we give the traditional approach the benefit of the doubt, and assume they can finish the job in four weeks, the revolutionary approach still wins by a landslide.

Comparing four weeks of work to less than one day of work means this process can deliver integrations exponentially faster than the competition.

This gives an edge to small and medium-sized businesses. High consulting fees and lengthy engagements used to freeze out medium and smaller businesses from leveraging the benefits of SAP Business One integration.

This newer and affordable integration means medium and even small businesses can run their operations on par with larger enterprises, reaping the same benefits and efficiencies from SAP Business One integration.

Conclusion

SAP Business One integration is a necessity if you want to run a successful and efficient business. Integration used to be time-consuming and costly, involving extensive consulting hours. Business owners used to be dependent on outside consultants to do all the work and to make any changes over time.

Alluvia has changed the game. Now you can be in control of SAP Business One integration. You can set it up yourself in less than a day and you can make changes at any time with its simple design and interface. And it can all be done at a cost that is manageable for medium and even smaller businesses.

If you want to compete with the bigger companies in the market or if you're just looking to maximize your sales and resources, then revolutionary SAP Business One integration from Alluvia is your solution.

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