



The Dynamics 365 Connector for Shopware is the interface between Microsoft Dynamics 365 Commerce (formerly Retail) and the online shop system of shopware AG. It enables bidirectional data exchange between both systems.

## INTERFACE BETWEEN WEBSHOP AND ERP

Whether retailers, mail order companies or the manufacturing industry, increasingly more companies rely on their online shops to generate sales.

Particularly in German-speaking countries, Shopware is often the product of choice. However, implementing and operating an online shop is an extensive and labour-intensive project. All product data (e.g. product categories, product variants, product numbers, images, descriptive texts, datasheets, prices, etc.) which are primarily managed and maintained in the ERP system needs to be transferred to the online shop. Therefore, this data must either

be maintained regularly in two systems, or an individual interface between Shopware and your ERP system must be developed.

The Dynamics 365 Connector for Shopware is such an interface, ready-to-use and adaptable. It is suitable for all companies using Shopware in combination with the ERP system Microsoft Dynamics 365 Commerce and comprehensively maps all communication between ERP and online shop in both directions. And the best thing about it: This interface can be quickly implemented in your company with little adaption effort.

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## HIGHLIGHTS



### Communication in both directions

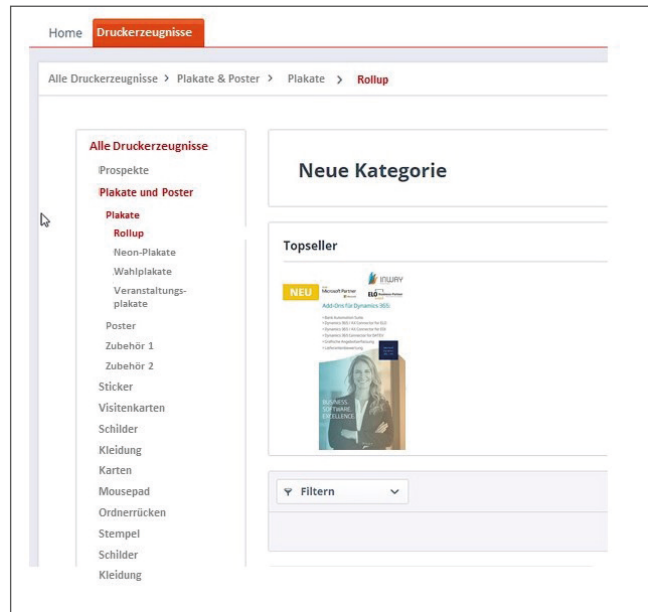
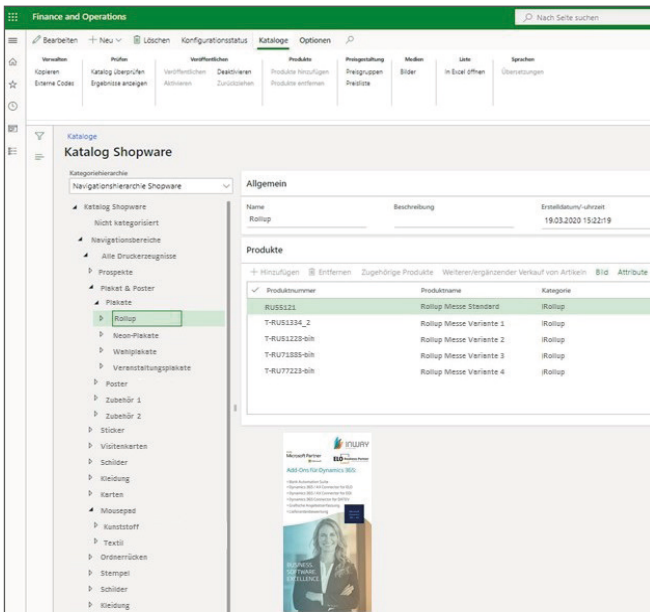
- > From ERP to Shopware: All information about the products displayed in the ERP as well as customer data is immediately available in Shopware.
- > From Shopware to ERP: Orders, data from new customers, etc. are transferred from Shopware directly into the ERP system for further automatic processing via workflow.



### Generic interface

Shopware is quickly and easily linked via the Dynamics 365 Connector for Shopware to the ERP system Microsoft Dynamics 365 Commerce.

# ALL PRODUCTS IMMEDIATELY AVAILABLE IN THE SHOP



Left: Look & feel of product maintenance in the ERP system | Right: Display of the data in the Shopware front end

## YOUR BENEFITS



### Short project duration

Only simple configurations and minor adaptations are required to connect your Dynamics 365 with Shopware. You save the development time and costs of an individual interface.



### Remain flexible

Set up customer-specific prices, cross- and upselling or create different shops with individual prices and different assortment. Control and transfer all of this via Dynamics 365 where your data sovereignty remains.



### Avoid manual errors

Current features and prices are automatically extracted from the ERP system and displayed in the frontend of your webshop. Display outdated prices no longer.

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