

# INTEGRATING YOUR MAGENTO WEBSTORE

WHY AUTOMATING YOUR MAGENTO STORE JUST MAKES SENSE



**1 IN 4 BUSINESSES**  
USE MAGENTO FOR THEIR  
ECOMMERCE PLATFORM.



## #1 PROVIDER

Magento is the #1  
ecommerce platform  
provider in Europe.



## 50 BILLION

Magento processes over  
50 billion transactions  
annually.

## INTEGRATED MAGENTO ECOMMERCE

Only 8% of  
companies  
said they  
currently  
provide  
a 'very integrated'  
customer experience.



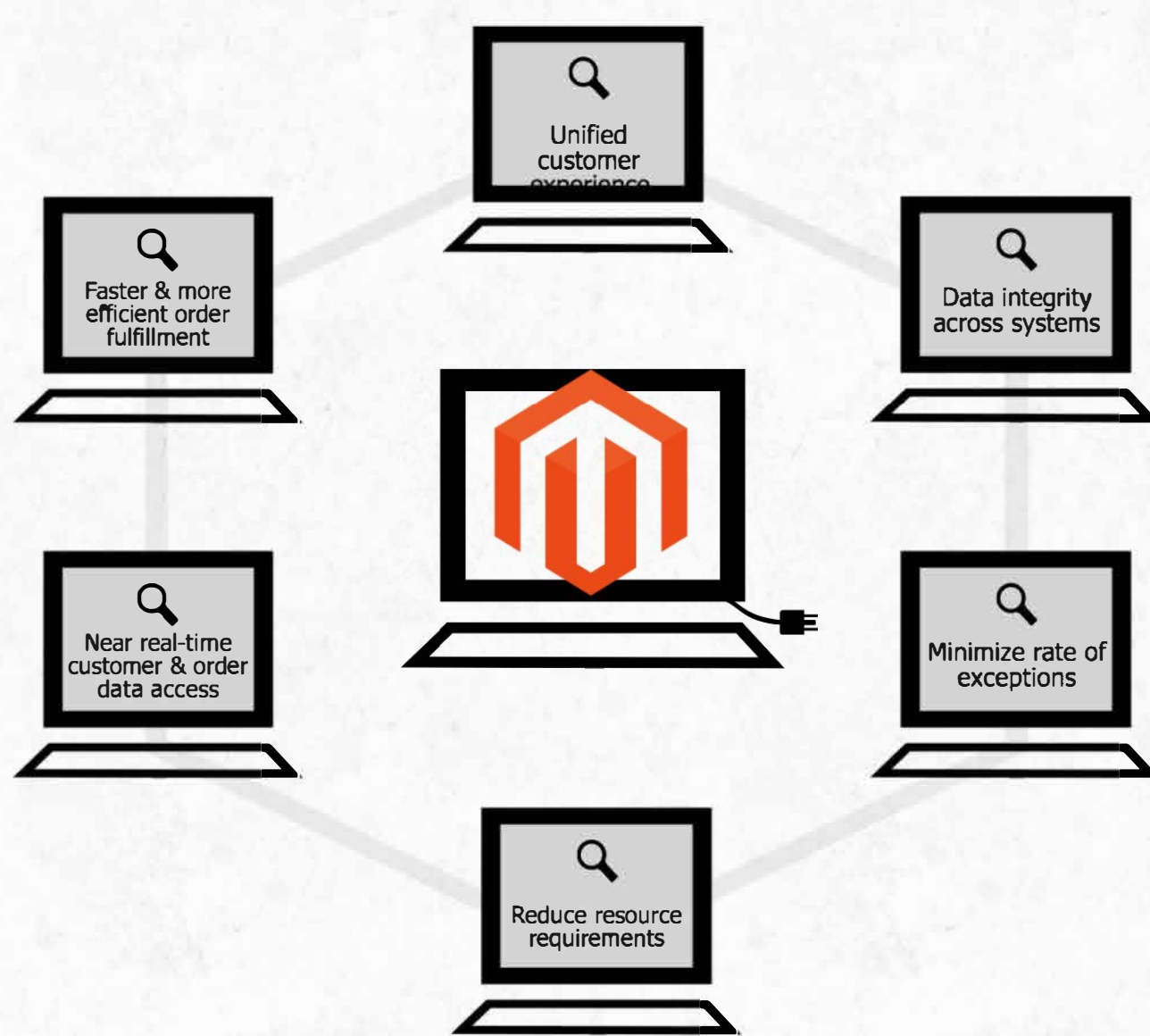
8%

84%

84% of  
companies believe  
that retailers should be  
doing more to integrate  
their online and offline  
channels.



## WHY INTEGRATE YOUR MAGENTO WEBSTORE?



## INTEGRATING YOUR MAGENTO STORE CAN SAVE YOU:

- ✓ MONEY
- ✓ TIME
- ✓ RESOURCES
- ✓ DATA ERRORS
- ✓ POOR CUSTOMER EXPERIENCES

**MAGENTO + ERP + CRM =**



Integrating your  store with your ERP & CRM has specific benefits:

- Orders automatically entered into your accounting system
- Inventory synced and accurate; reduce inventory costs
- Order automated fulfilment
- Customer data automatically sourced & segmented into CRM
- Increase self-service functionality & internal productivity
- Less human error - no manual data entry
- Better customer satisfaction

**Better visibility and control of your business' activities**



## HOW TO INTEGRATE

Your Magento Store

**Data integration is a well-established challenge:**

If point-to-point, DIY, or Agency data integration connectors aren't working for your business...



The incompatibility of system data models, variances in protocols, formats and integration approaches and the closed nature of many systems can present obstacles for many developers.

**...Your business is likely ready to move up to partnering with a data integration specialist like VL.**



**NEED HELP  
INTEGRATING YOUR  
MAGENTO STORE?**

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**HAVE COMPLEX  
DATA INTEGRATION  
REQUIREMENTS?**

VLOMNI.com | VirtualLogistics.ca/Blog

### SOURCES

<http://retailnext.net/en/blog/brick-and-mortar-vs-online-retail/> | <http://www.parature.com/startling-customer-statistics/> | <https://magento.com/> | <https://www.quora.com/Magento-How-many-magento-stores-are-there-on-internet> | <https://www.cmnds.com/magento-updated-statistics/> | <http://www.balanceinternet.com.au/integrating-your-erp-with-magento-2-0/> | <https://www.quora.com/What-are-the-benefits-of-fully-integrating-your-web-store-into-your-ERP-CRM-platform-Specifically-does-a-one-stop-solution-offer-benefits-cost-data-etc-over-integrating-something-like-Magento-into-NetSuite> | <http://insync.co.in/benefits-of-having-an-integrated-erp-with-an-e-commerce-store-front/>