



## AcuWoo by Business Informatics

### INTEGRATION THAT ALLOWS ACUMATICA CLOUD ERP TO COMMUNICATE WITH THE WOOCOMMERCE STOREFRONT

AcuWoo handles the communication between the Acumatica ERP backend and WooCommerce storefront. AcuWoo is a direct interface between Acumatica and WooCommerce APIs. There is no “middleman” or additional applications or services involved.

AcuWoo allows users to manage inventory item and customer information in Acumatica and automatically update WooCommerce storefront.

WooCommerce orders placed by customers on WooCommerce storefront are imported into Acumatica sales orders for processing and shipping. WooCommerce can receive real-time inventory availability and customer specific pricing.

#### Storefront

- \* Inexpensive WordPress Plugin
- \* Powers 32% of all online stores
- \* Many features using plugins



#### BI-DIRECTIONAL SYNC

- \* Customers
- \* Pricing
- \* Products
- \* Inventory
- \* Orders
- \* More



#### Back Office

- \* Inventory management
- \* Customer management
- \* Sales order processing



### KEY BENEFITS

#### TWO-WAY COMMUNICATION BETWEEN ACUMATICA AND WOOCOMMERCE

- Automatically update your WooCommerce site
- Import your WooCommerce orders directly into Acumatica sales orders for processing and shipping
- AcuWoo handles the communications

#### NO REKEYING OR MANUAL IMPORTS AND EXPORTS

- Customer and Item information is entered once and populates WooCommerce storefront
- All order information is populated into Acumatica for shipping and invoicing

#### ONLINE ORDER HISTORY

- Customers can log in to get the status of open orders and see information on orders that have been shipped

#### FLEXIBILITY

- WooCommerce can be configured with many available themes and plugins to enhance the look and functionality of your online storefront



### APPLICATION FEATURES AND CAPABILITIES

#### BI-DIRECTIONAL COMMUNICATION

AcuWoo is a complete two-way integration that allows Acumatica Cloud ERP to communicate with WooCommerce storefront.

#### REAL TIME INVENTORY AVAILABILITY

AcuWoo allows real time availability of inventory from Acumatica to the WooCommerce storefront.

#### CUSTOMER SPECIFIC PRICING STOREFRONT

WooCommerce can provide customer specific sales pricing.

#### MULTIPLE STOREFRONT SITES

From a single company/branch, multiple WooCommerce storefront sites can be connected. Each WooCommerce site can be uniquely configured with various options for synchronizing Inventory Items, Customers, Orders, and more.

#### NO REKEYING OF DATA OR MANUAL IMPORTS

AcuWoo provides various synchronization options for Inventory Items, Orders, and Customers.

#### SIMPLE AND VARIABLE PRODUCTS

Connect Acumatica items to storefront products one-to-one or use variable products for options such as sizes, colors, etc.

#### CREATE NEW CUSTOMERS AUTOMATICALLY

Create and connect new customers in Acumatica from customer order information or easily connect storefront customers to existing Acumatica customers.

#### CUSTOMER TERMS PAYMENT GATEWAY

Allow established customers to place orders under their credit terms to be subsequently invoiced.

#### WOOCOMMERCE IS AFFORDABLE

WooCommerce is a free, open source plugin for WordPress and the most popular eCommerce platform for online stores.

#### PLUGINS READILY AVAILABLE

Vast catalogs of additional 3<sup>rd</sup> party plugins readily available to empower your WordPress website and WooCommerce Storefront.

### THE ACUMATICA ERP DIFFERENCE

Acumatica delivers a full suite of integrated business management applications unlike any other ERP solution on the market today.

#### STREAMLINE OPERATIONS

Manage your business more efficiently:

- Automate processes
- Control workflows
- Access the system from anywhere on any device—including mobile
- Promote collaboration with all-inclusive user licensing

#### ADAPTABLE SOLUTION

Add and extend:

- Deploy in-house or in a private or public cloud
- Easily configure your solution to fit your needs
- Add capabilities such as CRM or data visualization at any time
- Extend to other solutions and applications beyond ERP

#### YOUR BUSINESS ACCELERATED

Get a single version of the truth:

- Accelerate business performance and make smarter decisions with automated processes, real-time data collection, financial analyses, and forecasting
- No per user pricing – system scales as your business grows