



E-Commerce and Marketplace Integration

InfoLink eCommerce middleware effortlessly connects your e-commerce platforms (e.g. **Magento, Shopify, BigCommerce, SAP Commerce Cloud, Salesforce Commerce Cloud**, and more) and marketplaces (e.g. **3M Marketplace, Mirakl, Walmart**, and more) with other applications like ERP/CRM (e.g. **Epicor P21, Sage, SAP S/4HANA, Netsuite, Infor, JD Edwards**, and more). Smooth passage of data between systems increases organizational efficiency resulting in improved customer experience as well as reduced cost.

Business Benefits

- Boost digital sales and visibility by extending your sales channels
- Improve user experience with timely product delivery
- Reduce cost by eliminating manual data entry

Technological Advantages

- **Rapid implementation** using pre-built scenarios
- **Highly configurable** to easily implement enterprise-grade scenarios
- Multi-Platform Support with **multitudes of ERP, CRM, and marketplaces**
- Benefit from our **advance data quality** functionality
- **Cloud** version or easy **on-premise** deployment

About InfoLink

The premier platform that unifies data integration, data quality, and application integration to form the foundation for all your data integration initiatives.

InfoLink leverages high configurability, reusability, and performance to enable timely delivery of trusted data to the business.



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Complete Integration Solution

Customer Management

Bidirectional synchronization ensures consistency of customer information across CRM, ERP, and eCommerce systems.



Product and Pricing Sync

All the details of products and offers that are up for sale are synchronized from ERP to E-Commerce system and marketplaces. Pricing changes are dynamically propagated from ERP to user facing systems.

Inventory Sync

The current inventory levels that exist in the warehouses are updated in the eCommerce store so the sellers and buyers are aware of the same.



Order Sync

After customers place the order in the eCommerce store or marketplace, the details of the same are updated in the ERP. Orders made by phone propagated from the ERP to the eCommerce system.

Order Processing Sync

Changes in order status in ERP are reflected in E-Commerce and marketplace.

