EDI2XML

AMAZON INTEGRATION

WHITEPAPER

amazon

WHAT IS AMAZON MARKETPLACE?

Amazon Marketplace is a Web-based platform owned by Amazon, where buyers and sellers can engage into commercial transactions.

Amazon offers access to Sellers and buyers globally, which is why there are different "Amazon Marketplaces"; Clients from different parts of the world can buy directly from that platform. Each marketplace refers to a region or country.

As an example, in North America, there are 3 Amazon Marketplaces:

1. **Amazon.com**
   primarily to service the US market.

2. **Amazon.ca**
   To service the Canadian market.

3. **Amazon.mx**
   To service the Mexican market.

There are two options for a company to sell its products online on Amazon marketplace:
- **Amazon Seller Central**
- **Amazon Vendor Central**

AMAZON SELLER ACCOUNT

Amazon allows any entity (being a person or an enterprise), to sell their products and services in Amazon one on multiple Amazon Marketplaces; in return for the service, Amazon bills a monthly subscription fee, in addition to some other fees paid per transaction, obviously depending on the subscription plan.

An entity or person who owns an Account on Amazon Marketplace to sell its products or services is considered an "Amazon Seller", or owns an "**Amazon Seller Account**".
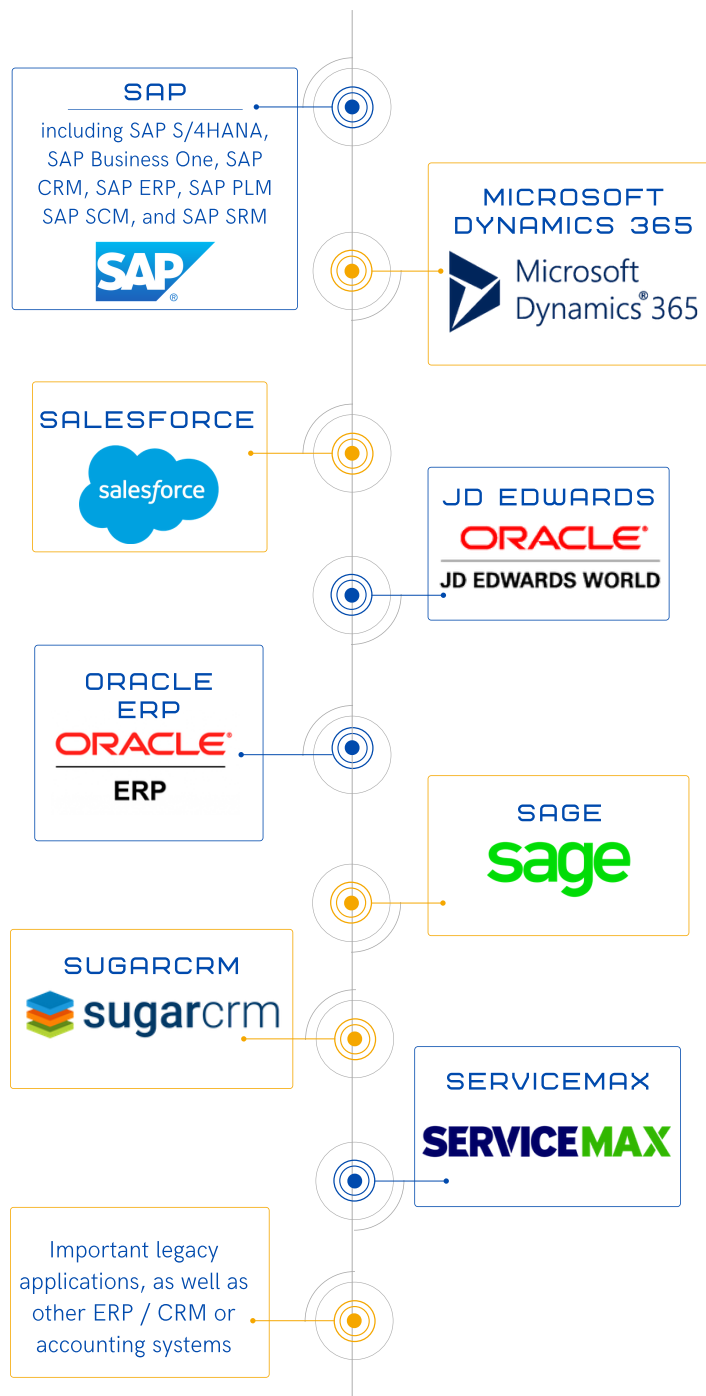
AMAZON VENDOR CENTRAL

In contrast to Amazon Seller Accounts, **Amazon Vendor Central** is the total opposite of the "Seller Account". In this case, Amazon themselves buy from the Company, and they sell the products in Amazon Marketplaces.

WHO NEEDS AMAZON INTEGRATION?

Integration with Amazon is necessary for companies that aim to automate e-commerce and logistics systems, improve the quality of their customer service, reduce various costs associated with **logistics**, **order processing**, **data synchronization**, **manual input** of information into various systems, etc.

Basically, the candidates for integration are medium and large retailers who already have or planning to create an **Amazon Seller account** and using business systems such as:

SAP
including SAP S/4HANA, SAP Business One, SAP CRM, SAP ERP, SAP PLM SAP SCM, and SAP SRM

SAP

MICROSOFT DYNAMICS 365
Microsoft Dynamics® 365

SALESFORCE
salesforce

JD EDWARDS
ORACLE®
JD EDWARDS WORLD

ORACLE ERP
ORACLE®
ERP

SAGE
sage

SUGARCRM
sugarcrm

SERVICEMAX
SERVICEMAX

Important legacy applications, as well as other ERP / CRM or accounting systems

WHAT IS THE MOST IMPORTANT AMAZON INTEGRATION?

To successfully grow an online business on Amazon, a merchant needs to process orders correctly and quickly, which is why **Amazon ERP Integration** is the most important and frequently requested integration.

Amazon ERP integration allows you to get rid of manual order entry or huge loading of daily orders from Amazon Seller accounts to ERP or other accounting systems.

Thanks to our integration platform **Magic xpi**, you no longer need to manually enter data from your Amazon e-commerce account into the internal accounting system.

With Magic xpi, all important information is automatically synchronized:

- New orders
- Inventory (between Amazon & ERP or other channels)
- Delivery updates
- Customer information
- The stock availability
- Real-time tracking
- Prices and much more.

MANAGING AMAZON SELLER ACCOUNT

Managing a store for Amazon Seller Account is the responsibility of the "Account owner" on Amazon (or the subscriber). It is his responsibility of the account owner, to feed the Amazon Store with the products catalog, pricing, specs, images… and all aspect of the store management.

AMAZON SELLER ACCOUNT INVENTORY AND FULFILLMENT

In terms of Inventory and fulfillment, there are few options offered by Amazon for shipping and fulfillment. In simple words, an Amazon Seller account owner has the option to manage the inventory and fulfillment of his Seller account, or pay amazon for such a service, under the FBA (Fulfilled by Amazon) program.

INTEGRATION WITH AMAZON SELLER ACCOUNT

Amazon offers several ways to read and write data into a Seller Partner account. while all the offers are publicly documented, they require a certain level of expertise to implement, quickly and efficiently.

THINGS TO KNOW: ACCORDING TO THE AMAZON SELLER CENTRAL GUIDE, YOU MAY ONLY HAVE ONE SELLER CENTRAL ACCOUNT FOR EACH REGION YOU SELL IN UNLESS YOU HAVE A LEGITIMATE BUSINESS NEED TO OPEN A SECOND ACCOUNT AND ALL OF YOUR ACCOUNTS ARE IN GOOD STANDING.

AMAZON OPTIONS FOR DATA INTEGRATION

In addition to the Amazon portal to manually manage the store, Amazon offers two options for an Amazon Seller Account owner, to build integrations and automation:

1. **MWS (Marketplace Web Service)**: which is the first legacy integration door with Amazon seller store.

2. **SP-API (Seller Partner API):** which is a new REST API service launched in September 2020 to replace the MWS.

AMAZON MWS VS SP-API

In this part, we will address some technical differences between both services.

Although **MWS** and **SP-API** of **Amazon** are both web services that enable programmatic access to seller data, there are major differences; following are some of those differences, extracted from Amazon website:

- SP-API treats data as REST-compliant resources that can be accessed and modified via standard HTTP methods. At the opposite, Amazon MWS exposes data using operations that are very proprietary to Amazon MWS.

- SP-API authorization leverages LWA and OAuth 2.0. This model eliminates the need for the manual exchange of auth tokens, as required by MWS.

- The authorization process of Developers is much different between both; With Amazon MWS, sellers authorize developers. With SP-API, sellers authorize applications. This makes it safer for the Seller to Authorize an application of a developer, that was revised and approved by Amazon.

- SP-API uses AWS Signature Version 4 for authentication. Amazon MWS uses Signature Version 2

- SP-API provides finer grain data access control than Amazon MWS. Developers can request access to only the data they need, and sellers can grant permissions at the API section, operation, or data resource level.

BENEFITS OF AMAZON ERP INTEGRATION

AUTOMATION OF ONLINE SELLING PROCESSES

Integration of ERP with an online store on Amazon allows you to synchronize order information, customer data, and automatically update information on warehouse stocks. Thus, the automatic exchange of data between ERP and Amazon seller account makes the business process much faster and more efficient. This allows you to streamline business processes and increase revenue.

ACCURATE E-COMMERCE DATA

A great advantage of integrating an online store with ERP is the accuracy of the transmitted data. Whereas when manually entering data into the business system, there can be errors leading to delays or disruptions in the delivery of goods, which negatively affects customer satisfaction.

FASTER ORDER PROCESSING

The Amazon ERP Integration eliminates manual data entry and reduces errors. With correct and accurate data, the Amazon Seller account owner can dramatically improve the accuracy of the business, which will make e-commerce processes faster and smoother.

DATA AUTOMATION AND INTEGRATION:

WHY INTEGRATION AND AUTOMATION ARE A MUST

When operating eCommerce transaction on Amazon, and selling on multiple Marketplaces, companies find themselves in a situation where they cannot avoid such automation and integration with their own ERP or CRM, and this is for multiple reasons; We will list few of the important ones:

1. Amazon is by far one of the biggest eCommerce platforms in the world, with the most items sold; Selling on Amazon, will certainly increase the sales of any company with the right product. This creates the first urgent reason automate and integrate the sales on Amazon Seller Account, into the Company's ERP/CRM system. Companies would like to keep their books up to date, with less human interaction, and near real-time.

2. Companies who are successfully selling on more than one Amazon marketplace, see the need for automation faster. It is not an option for any company to manage multiple systems for orders and fulfillment.

3. To compete in this tight eCommerce marketplace, faster fulfillment and shipping is expected from consumers. The fastest they get the goods the better it for the seller. To meet those fulfillment expectations, automation and integration should be in place.

4. The new reality created by COVID-19 disturbance of the economy worldwide, forced companies to adjust to the new reality if they want to stay the course, and remain competitive. Hiring more employees to produce the same result that can be achieved efficiently and quickly by machines is not an option today. Investing on automation and integration is the only way companies can achieve quick results and a quick measurable ROI.

WHAT IS EDI2XML AMAZON INTEGRATION SERVICE?

EDI2XML Amazon integration is a fully managed service offered on top of a state-of-the art technology (Magic xpi), where companies can leverage a full automation of their eCommerce process, to optimize their internal business processes and accelerate online business growth. It is a fully managed cloud integration solution with no-on premise software required.

Leverage innovative solutions to seamlessly share order and customer information and improve customer service.

EDI2XML integration to Amazon is a centralized platform as a service, that maps all critical information across different business systems, and provides a complete view of your leads and customers.

"DO IT YOURSELF" VS OUTSOURCING THE SERVICE?

Someone might say, well, cannot we do it ourselves? it is not that difficult, we have enough IT resources in-house, that can certainly handle such projects and get off the ground quickly.

Our answer to this point is, of course, any company with sufficient time, resources and expertise can go into the project, and certainly deliver. However, there are some aspects of this approach should be highlighted and taken into consideration:

1. When doing it yourself, **without enough internal resources**, such projects can fall of the crack quickly.

2. At the technical level, although it seems straight forward to build such integration and automation projects, **it requires lots of expertise and lots of learning**.
MWS is scheduled to be phased out by Amazon, we do not know when, and SP-API is taking over, but it is new, lots of security elements added and **things can take time to learn and build**.

3. Since a company is going to build it itself, it will be one and only one time to do the implementation; it does not pay off for this company, especially when it takes lots of time and effort.

4. Maintaining and managing the automation of Amazon Seller account data, at long term **takes a lot of time and resources** to keep it up and running; it certainly takes out of the staff's internal efforts and would stretch them thin.

The above points are the most important points and challenges we have noted from previous Amazon integration projects, where customers were frustrated and lost lots of time prior to decide to outsource their Amazon integration to our team at EDI2XML. Some of them they lost a valuable resources and money prior to seeing the light at the end of the tunnel.

TRUST OUR EXPERTS FOR A FULLY MANAGED AMAZON INTEGRATION.

To find out more about our Amazon integration expertise, and evaluate how we can help you, you can reach us by phone: (450) 681-3009 or use the form **here** to speak to our integration specialist!