



# CommerceConnect

## DELIVERS MULTI-CHANNEL AND UNIFIED COMMERCE FUNCTIONALITY

CommerceConnect is a unique, feature-rich, SaaS application that allows you to centrally manage and enrich product information including categories, attributes, prices and inventory. Once product information is enriched, your data can be published to various ecommerce platforms, dropship programs, and digital marketing channels.

### COMMERCECONNECT KEY ADVANTAGES

#### Manage ecommerce websites and marketplaces in one central location

CommerceConnect allows you to manage and enrich all your product information in one place and publish the enriched product data to multiple channels.

These channels could be for different countries or different brands.

#### Sell in multiple languages

CommerceConnect manages and stores product information in multiple languages out of the box.

Sell products in Europe, North and South America, and Asia Pacific. Manage product information in English and Spanish in one central location. Publish one language to each channel.

#### Customise and enrich product data for channels

Use CommerceConnect to customise and enrich product titles, descriptions and attributes for channels.

Choose custom fields that are selected and sent to each channel independently.

#### Manage multiple price books in multiple currencies and choose which is published to each channel

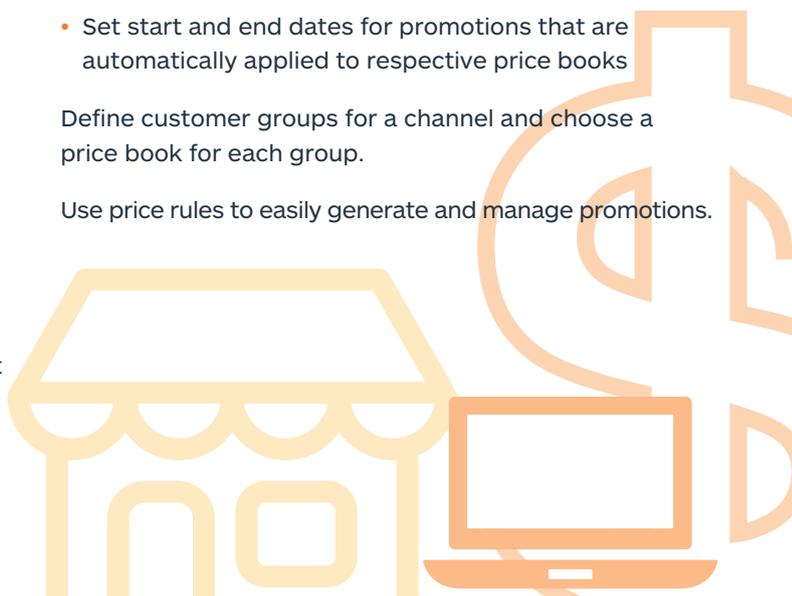
CommerceConnect allows you to easily manage multiple price books and choose which price book is used for each channel.

The many price book options include:

- Different price books for RRP, Sales, Promotions, Wholesale, etc.
- Manage prices in multiple currencies
- Set start and end dates for promotions that are automatically applied to respective price books

Define customer groups for a channel and choose a price book for each group.

Use price rules to easily generate and manage promotions.





## Set categories globally or set different categories for channels

CommerceConnect gives you the flexibility to add products to multiple categories, across one or more category sets.

Share one Category Set across multiple channels, or have a different category set for each channel.

## Share inventory across multiple websites and marketplaces, and add buffers to prevent oversell

CommerceConnect can manage inventory across multiple websites and marketplaces. This allows you to have one inventory pool for all channels and automatically decrement inventory in all channels when products are sold.

CommerceConnect allows you to manage your physical store locations and manage inventory levels by store location.

Set inventory buffers for your channel and reduce the risk of overselling when orders are placed in multiple channels.

## Sell products with variants or individual SKUs as products

CommerceConnect can manage single-level products with no variants (for example car parts) and multi-level products (for example clothing with colour and size variations).

Publish products as one item with variants, or publish products as individual items using colours or size as separate items on your channels.

You can even publish a product with variants on one marketplace, and individual items on another.

## Centralise orders and shipments for multiple websites and marketplaces and manage in one location

CommerceConnect will download all the orders from multiple websites and marketplaces into a central location so orders can be integrated with any system or external party to manage order fulfilment.

Shipments can be integrated into CommerceConnect against the respective orders and CommerceConnect will manage the updating of order status with shipping tracking information in the respective channel.



To find out more about CommerceConnect functionality and the more than 40 channels that are “out of the box,” go to [www.fusionfactory.com/unified-products](http://www.fusionfactory.com/unified-products)



FUSION FACTORY