



egghead®

INTEGRATION

STREAMLINE THROUGH INTEGRATION

Many businesses rely on numerous systems such as ecommerce, accounting, warehousing etc. for their operations. Connecting these together to streamline and integrate data flow allows you to cut costs whilst achieving more with fewer resources. This is the holy grail of integration.

What is it?

Having information sent electronically from one system to another eliminates the need to manually transfer the data – it saves time and resources because you don't need somebody to re-key all the data (and it also eliminates mistakes). This means that all your disparate IT systems can function together as one efficient whole, with information consistent across them all.

What can we do with it?

In ecommerce, there are some common integration touch points:

- **Product data** – used for sharing product information such as price, SKU, description between the ecommerce site and an accounting or stock control system.
- **Inventory** – synchronises inventory levels between the back office and the ecommerce site to help ensure customers are not disappointed by ordering out of stock items.
- **Orders** – have orders taken online appear automatically in your Line Of Business systems (accounting or warehousing) so you can pick, pack and dispatch the order, send an invoice or run reports.
- **Pricing** – make sure the web site shows accurate and up to date pricing for all products, and in cases where you have customer specific pricing, this can also be transferred.
- **Customers** – ensuring that your CRM system has up-to-the-minute information about customers placing orders allows your marketing to be more effective. Providing customer specific pricing in B2B applications enhances your customer's experience and cements their relationship with you.
- **Third Parties** – ecommerce is a team sport, and transferring data to things such as enterprise on-site-search solutions, behavioural targeting systems, shopping feeds, other online channels etc. is essential to squeeze the maximum revenues from your online business.



How do we do it?

All integrations are bespoke as all systems have unique interfaces – however, the heart of each integration is the bullet proof Egghead Integration Framework, which is a Windows Service (a long running programming that does not need a user interface) that orchestrates the movement of data, and its transformation from one format to another. The EIF provides core functions such as configuration, error handling and reporting, logging and common business rules.

What next?

If you'd like to know how Integration from Egghead can help you transform your online business, call for a chat on **01455 559 005** or email talktous@eggheaddesign.co.uk

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