



Looking to succeed in the age of omnichannel trading? One of the first things you'll realise is that you need an effective backend solution, as well as an effective flow of information between your website and that software.

Get this right, and you'll never struggle to manage inventory, fulfil orders on time, or maintain a high quality of customer service again.

Ready to get started? Here's **the five-minute guide to ecommerce integration for SAP Business One** – the ultimate ERP solution for a small but growing business.

## Step 1: Undertake a business process review

For a traditional retailer or wholesaler, the move to ecommerce has massive implications on the business process front. Processes that worked well in the past – reconciliation, warehousing and picking, for example – may need significant changes to be fit-for-purpose in the omnichannel world. A business process review will help you lay the foundations for a backend solution that truly supports your business.

Interested in a free, no-obligation business process review from APH? [Click here to get started](#)

## Step 2: Choose the right backend and frontend

If you're a first-time ERP customer, we recommend you choose SAP Business One – an affordable, easy-to-use and highly extensible ERP solution for small and medium-sized companies that have outgrown basic accounting tools. [Find out more here](#)

SAP Business One can be integrated with all the leading ecommerce platforms and APIs, including:

- Magento
- Prestashop
- Wordpress
- Amazon
- eBay

And many more. On the off-chance that your current ecommerce platform is unfit for purpose, your SAP partner will be able to advise you on a suitable replacement.

# The 5-minute guide to ecommerce integration for SAP Business One



## Step 3: Determine what functionality you need

Be prepared for software companies to talk at length about the extensive functionality they can provide for your ecommerce and backend solution:

- Complex pricing structures
- Offers, kits and bundles
- Cross-selling
- Drop-shipping
- Business portal
- Fast order entry

If you carried out the business process review we mentioned in step one, you'll be equipped to separate the signal from the noise and consider features based on genuine business needs. If new fulfilment options have a measurable impact on your margins, for example, you may want to introduce new pricing models and create offers and bundles in response.

## Step 4: Connect SAP Business One to your ecommerce platform

As with any ERP solution, you have a few options when it comes to how you connect SAP Business One to your ecommerce platform:

- Buy SAP Business One as a pre-integrated solution
- Get your SAP partner to write custom code for the integration
- Get your SAP partner to install a pre-existing integration solution

The usual arguments around customisation versus out-of-the-box functionality apply – the custom code route may be more flexible, but a pre-existing integration solution will be quicker, cheaper and more readily supported. It also means ownership of the solution will stay with the business, not the SAP partner.

**APH (North)** Glencroft House, Vale Road,  
Heaton Mersey, Stockport SK4 3QR  
t: +44 (0)161 442 2603 e: [hello@aph.solutions](mailto:hello@aph.solutions)

**APH (South)** Systems House,  
Genesis Business Centre, Redkiln Way, Horsham,  
West Sussex RH13 5Q  
t: +44 (0)140 321 7777 e: [hello@aph.solutions](mailto:hello@aph.solutions)  
[www.aph.solutions](http://www.aph.solutions)



## Step 5: Make arrangements for a single line of support

Getting support for a solution built on multiple software products can be difficult. If a problem occurs in your ecommerce integration, you may not know whether to call your SAP partner, your web developer, or both. For this reason, we recommend you make arrangements with your SAP partner to provide a single line of support – with an agreed escalation procedure – to minimise downtime, lost productivity and missed sales.

## How do I get started?

We can't emphasise enough that a successful SAP Business One ecommerce solution is about more than just getting the mechanics in place. You need to start with a solid understanding of how your business works now and any process pains you may encounter, what you need from your backend and frontend solutions, and where you want your business to be in the future.

That's why we're happy to offer a free, no-obligation business process review to any company thinking of taking their first step into the world of ERP with SAP Business One. Why not see what we could do for you?

REQUEST A FREE BUSINESS PROCESS REVIEW →

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