



# Simplify Your E-Commerce Experience through Jitterbit Integration Solutions

Integrate Shopify and Microsoft Dynamics GP to eliminate manual tasks, optimize the e-commerce journey, and more

## Shopify Integration with Microsoft Dynamics GP

Our integration solutions facilitate an automated and automated, bi-directional data exchange between Shopify and Microsoft Dynamics GP, or any other ERP, to eliminate manual tasks and streamline business processes.

Move seamlessly between Shopify and Microsoft Dynamics GP, resulting in satisfied customers and efficient operations, for orders, inventory levels, customer and product data, and shipping updates.

## Shopify Integration Features

- Automated data exchange between Shopify or Shopify Plus with Microsoft Dynamics GP
- Order information and customer data are exchanged from Shopify to Microsoft Dynamics GP
- Shipping details are passed back to Shopify upon fulfillment of the order
- Product, price, and inventory information are integrated into Shopify

## Benefits of Jitterbit's Shopify – ERP Integration

- Pre-built solutions accelerate time to deployment by up to 80%
- 80M retail order transactions supported annually
- On average, 95% of customers achieve ROI from Jitterbit deployments in less than a year
- Eliminate manual processes and application disparity

## WHY JITTERBIT

Jitterbit works with merchants of all types, ranging from businesses like Matouk, a family-owned hand-crafted linen company, to major retailers like Amazon and Walmart; or e-commerce trading partners such as Shopify, Magento, WooCommerce, and BigCommerce. We know that creating a smooth e-commerce experience requires ongoing visibility of the customer journey. Automating key business processes helps meet that challenge.

By connecting various applications and data sources using pre-built integrations to sync and migrate a range of key metrics, merchants can automate business processes and realize value faster than ever before. They can stay connected and run 24/7 without error-prone manual processes—all while freeing up resources.

Want to learn more?  
Contact us.

[jitterbit.com/contact](https://jitterbit.com/contact)

# Case Study

## Jitterbit Elevates Char-Griller's E-Commerce with Shopify and Microsoft Dynamics GP Integration

### ABOUT THE COMPANY

Char-Griller, an online provider of grills and smokers, found that convincing their customers that they could find the right grill with them was the easy part. Managing all the information and data that comes along with an online order to provide a consistent customer journey was the hard part.

### The Challenge

High volumes of online sales brought many challenges to Char-Griller including mismanaged inventory levels, delayed tracking number updates for customers, and an overwhelming amount of manual data entry.

### The Solution

Jitterbit helped Char-Griller integrate their Shopify marketplace with Microsoft Dynamics GP, their ERP. The goal was to set up automated workflows to eliminate manual tasks and application disparity. Order data in Shopify was not displayed exactly as it needed to be when it moved through to Microsoft Dynamics GP, so translations were set up and shared business rules were turned on by Jitterbit to manipulate the data across the disparate systems. Order fields like name, SKU, quantity, address, payment type, and price were identified in Shopify, flowed correctly through Jitterbit's integration platform, and into the MS Dynamics GP ERP in the correct format. Three additional workflows including product, inventory, and shipping were worked on and completed the same way.

### RESULTS

-  Eliminated manual data entry and system disparity
-  Automated data exchange between Shopify and Microsoft Dynamics GP
-  Created a seamless flow of information about coupon codes and pricing to and from each system