



# Creating Connected Customer Experiences:

Magento Commerce integration powered by webMethods.io

Fact sheet

The Adobe® Magento Commerce platform gives you the power to create unique and engaging shopping experiences. Don't let unproven integration hinder your revenue potential.

Software AG's webMethods.io simplifies, enriches and expands your customers' online shopping experience by integrating your order management and fulfillment system with your eCommerce solution.

## Bring your commerce vision to life with Magento and Software AG

Consumers have exceptionally high expectations when it comes to shopping experiences, and you need to be able to meet or exceed those expectations, or you risk losing the customer to a faster, more enriching commerce offering.

A basic online ordering solution is no longer sufficient; shoppers are demanding much more. They expect to know the colors and sizes in stock, availability at nearby stores, and complete details on shipping, discounts and loyalty rewards—all within seconds.

When businesses take a siloed approach to customer experiences, without instantaneous interaction between pricing, order fulfillment, inventory and customer loyalty information, it results in a disjointed and frustrating online experience for customers.



## **webMethods.io powers real-time inventory visibility for leading international grocer**

### **Commerce integration challenge:**

Retailer with 10,000 locations and 63B Euro in revenue needed insight into inventory levels to better manage stock and supply chain and review real-time marketing data.

### **webMethods.io solution:**

webMethods.io provides real-time visibility into all of your stores' data by integrating Magento Commerce with your order management and fulfillment systems

### **Business results:**

Optimizes inventory and supply chain in real-time; offers visibility across all stores prevents shortages by immediately re-ordering replenishing and redistributing goods.

## **Ensure your customers don't jump ship**

Let's face it: if you can't deliver a top-notch online experience, shoppers will jump to your competitor's website within seconds. If the competitor provides an easier, more comprehensive and efficient customer experience, they're likely to win the online sale and the customer's loyalty.

A poor online shopping experience can mean loss of customers and revenue, and it can harm your brand reputation. Simply put, your customers' experience is at stake if you don't integrate.

It's also an untenable situation for businesses on the backend. Operating your online store without any connection to your order management and fulfillment systems leaves you with manual tasks that become time-consuming and prone to human error. Spending valuable time and resources on tedious tasks, like uploading product details or typing tracking codes, ends up sacrificing your productivity and revenue.

If your commerce platform and order management and fulfillment systems aren't integrated, it makes everything harder. Yet companies often put this off for too long. Delaying the integration only makes it more difficult, and more expensive to integrate in the future. And it can stifle growth.

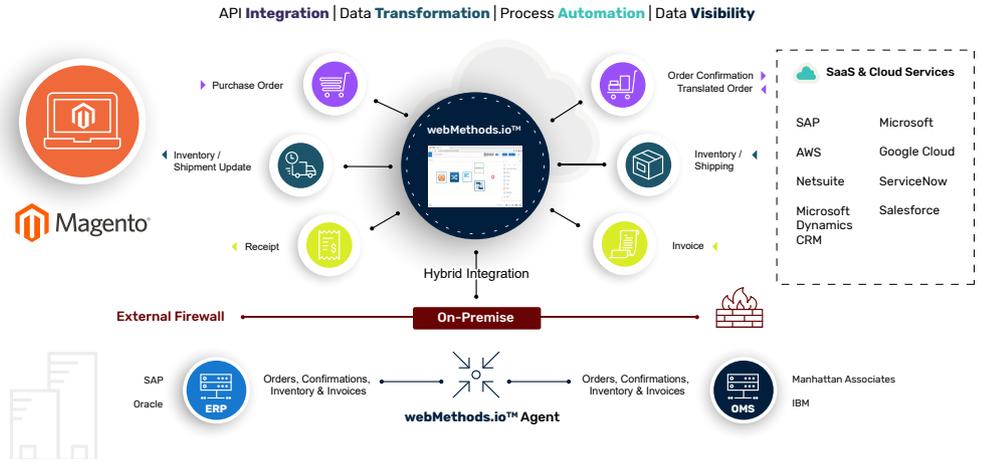
## **Achieve efficiency with the leading order management and fulfillment system integrated with Software AG's webMethods solution**

webMethods.io from Software AG enables integration between Magento and order management and fulfillment systems via pre-built connectors and recipes. As one of Adobe's preferred providers for Magento integrations, webMethods.io offers recipes customized specifically for Adobe. This ensures that you get more than just an interface. You get a connected solution that was designed for Adobe's platform, and most importantly—an easy, worry-free customer experience, every step of the way. Achieve the efficiencies only available through the combination of Adobe Magento's technology and Software AG's seamless integration solution.

Software AG's longstanding relationship with leading order management and fulfillment system providers means that we stand head and shoulders above our competitors when it comes to understanding the complexity of integration. With webMethods.io you'll never have to worry about back-office integration. Instead you can focus on the increased earnings you'll receive from more customers and improved customer satisfaction.

When you integrate your Magento Commerce platform with order management and fulfillment systems, your inventory, orders, customer data, and shipping details are all synced. The integration automates data processes and drastically increases efficiency by:

- Increasing inventory visibility
- Improving pricing accuracy
- Reducing support calls
- Simplifying compliance
- Enabling shipping to/from anywhere



## A smarter way to deliver customer experience excellence

Make the right choice when it comes to data integration. Software AG's webMethods.io breaks down data barriers and helps you to deliver the most robust Magento experience to your customers.

### ABOUT SOFTWARE AG

Software AG began its journey in 1969, the year that technology helped put a man on the moon and the software industry was born. Today our infrastructure software makes a world of living connections possible. Every day, millions of lives around the world are connected by our technologies. A fluid flow of data fuels hybrid integration and the Industrial Internet of Things. By connecting applications on the ground and in cloud, businesses, governments and humanity can instantly see opportunities, make decisions and act immediately. Software AG connects the world to keep it living and thriving. For more information, visit [www.softwareag.com](http://www.softwareag.com).

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