

Microsoft Dynamics 365 Business Central integration with Shopify



Disruption is the new normal



Accelerated pace
of change



New digital
business models

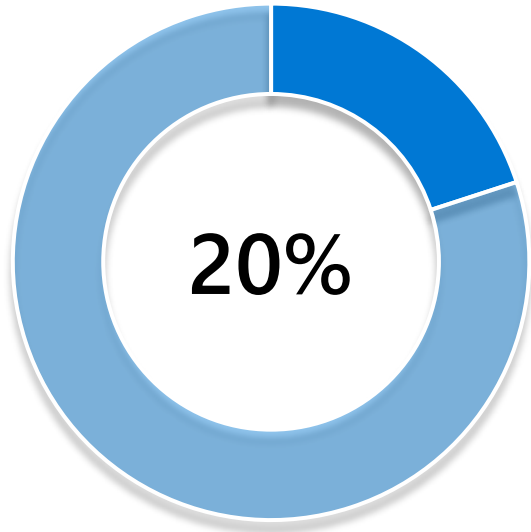


Global market
volatility



Hybrid work and the
gig economy

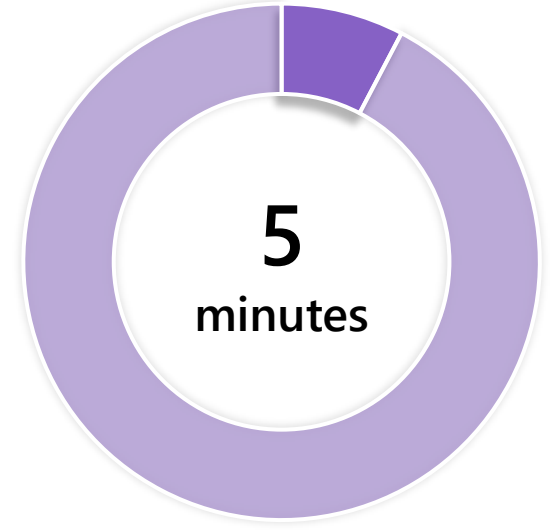
Is your business prepared for rapid change?



20% of SMBs will cease operations by 2025 because they cannot pivot fast enough to digitize their operations to meet customer demands¹



SMBs scale their business by going global. Both Shopify and Business Central are represented in 170+ countries and regions.



The integration between Business Central and Shopify is set up by copying the URL of the Shopify admin to Business Central – yes, that's it



When front- and back-end processes are not connected it inhibits growth and makes it **difficult to adapt to disruptions and rapid change**

- It is difficult to track inventory accurately across multiple locations and product variants
- Complying with tax regulations and other reporting requirements is complex and prone to errors
- It is challenging to forecast demand, managing supplier relationships, and control costs
- Production processes and service delivery are inefficient
- Setting competitive prices and managing discount strategies is challenging



How Dynamics 365 Business Central helps merchants with **their business challenges**

- Managing planning, procurement and costs of products
- Getting in control of inventory levels by locations and variants
- Define prices and discounts
- Managing and reporting of taxes and other government required reporting

Additionally, it can help with:

- Manufacturing and service management


Shopify in Business Central

Get started

Hi, meet Business Central!

You're all set to try out our demo company, Cronus. Go explore on your own, or take a quick tour first.

[Show demo tours](#)



Some features connect to other Microsoft services

Activities

Sales This Month \$1,906 > See more	Overdue Sales Invoice Amount \$63,890 > See more	Overdue Purch. Invoice Amount \$49,422 > See more	Sales Invoices Predicted Overdue 0 > See more
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Ongoing Sales

Sales Quotes 2 >	Sales Orders 9 >	Completely Re... from Stock 0 >	Sales Invoices 7 >
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Ongoing Purchases

Purchase Orders 14 >	Ongoing Purch... Invoices 3 >	Purch. Invoices... Next Week 0 >
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Payments

Unprocessed Payments 1 >	Average Collec... Days 5.9 >	Outstanding V... Invoices 13 >
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Scan documents


Create Incomin... from Camera

Incoming Documents

My Incoming Documents
1
[>](#)

E-Document Activities

Incoming E-Document	
Linked Purchase Orders 6 >	Waiting Purch... E-Invoices 0 >

Intercompany

Incoming Transactions	Outgoing Transactions
New Intercom... Transactions 0 >	Rejected ...er Companies 0 >
	Intercompany ... to Send 0 >

Shopify Activities

Shopify Shop info					
Unmapped Customers 0 >	Unmapped Products 0 >	Unprocessed Orders 0 >	Unprocessed Shipments 0 >	Shipments Errors 0 >	Synchronization Errors 0 >

Insights

Success stories: overcoming customer challenges



Needed an automated process of connecting the stock in the system and creating invoices.

With the Shopify and Microsoft Dynamics 365 Business Central connector, they were **able to connect the front- and back-end processes.**



Wanted to optimize its financials and supply chain control.

They achieved 33% productivity improvement in its supply chain operations with the Dynamics 365 Business Central Shopify integration and **the fusion of supply chain and finance data in a single system.**



With the rapid expansion of their business, they need a stable and scalable IT system that ensures smooth back-office processes. With the Dynamics 365 Business Central Shopify integration they are **able to gain insights for future expansions.**











Dynamics 365 Business Central

Connect finance, sales, service, and operations teams with a comprehensive business management solution trusted by **over 40,000 small and medium-sized businesses.**



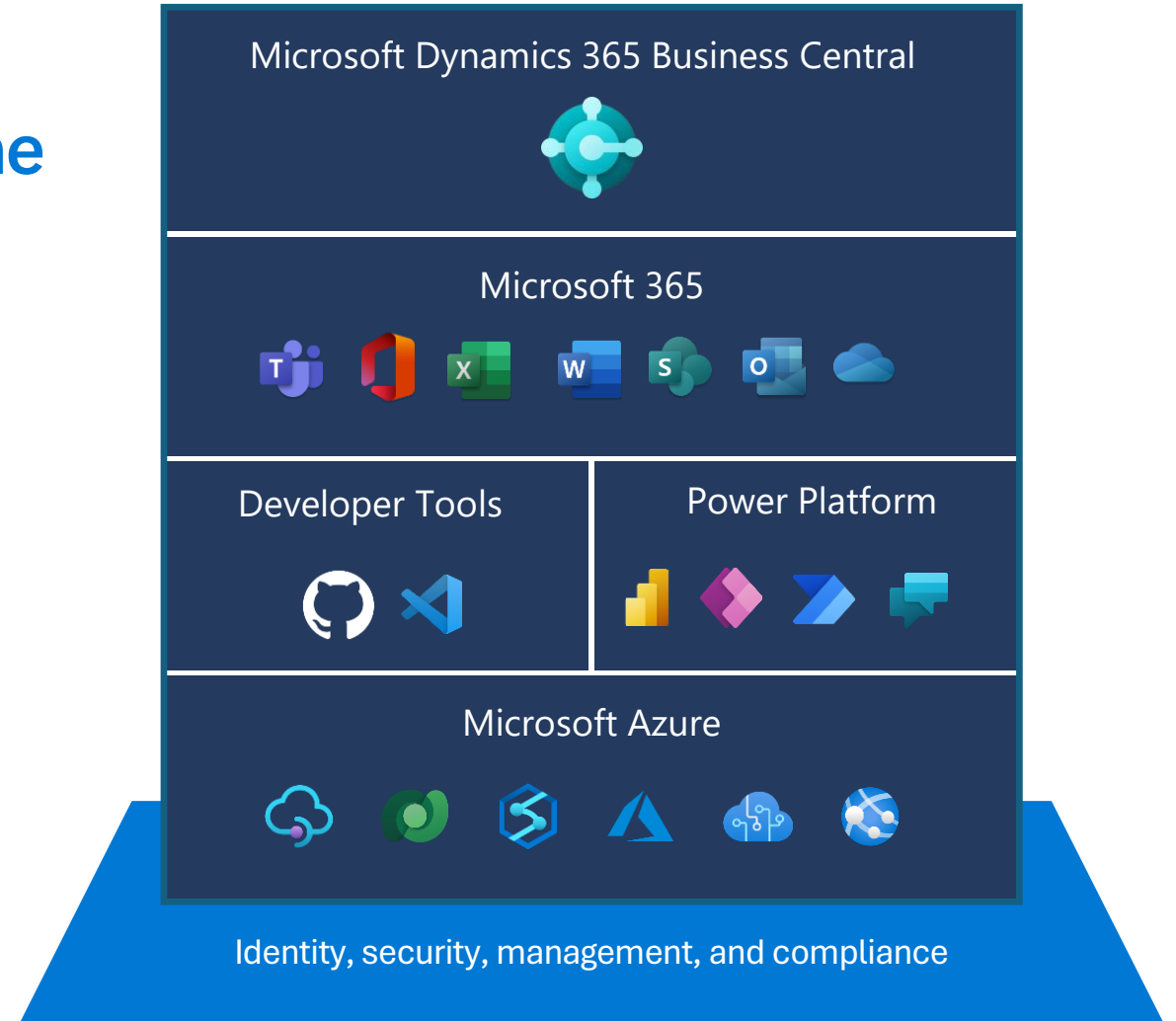
Named **"the Best ERP System"** in 2024 by Forbes Advisor

Dynamics 365 Business Central Capabilities

 <p>Finance and Accounting</p> <ul style="list-style-type: none"> • General Ledger • Unlimited Dimensions • Multiple currencies • Multiple companies • Sustainability management 	<ul style="list-style-type: none"> • Budgets • Financial reporting • Consolidation • Intercompany postings • Statistical accounts 	<ul style="list-style-type: none"> • Cash flow forecast (AI) • Fixed assets • Cost accounting • Deferrals • Electronic payments/direct debits 	<ul style="list-style-type: none"> • Customer payment process • Late payment prediction (AI) • Bank account reconciliation (AI) • Bank account management • Check writing
 <p>Sales and marketing</p> <ul style="list-style-type: none"> • Contact management • Campaign management • Interaction and email logging • Opportunity management • Dynamics 365 Sales integration 	 <p>Sales and delivery</p> <ul style="list-style-type: none"> • Sales invoicing • Subscription billing • Sales order management • Sales line pricing and discounting • Campaign pricing • Sales invoice discounts 	 <p>Purchasing and payables</p> <ul style="list-style-type: none"> • Purchase invoicing • Purchase order management • Purchase return order management • Alternative order addresses • Purchase invoice discounts 	
 <p>Inventory</p> <ul style="list-style-type: none"> • Inventory control • Item categories and attributes • Item tracking • Multiple locations • Location transfers 	 <p>Supply planning and availability</p> <ul style="list-style-type: none"> • Supply planning • Demand forecasting • Sales and inventory forecasting (AI) • Order promising • Calendars 	 <p>Project management</p> <ul style="list-style-type: none"> • Basic resources • Capacity management • Multiple costs • Projects • Time sheets 	
 <p>Service management*</p> <ul style="list-style-type: none"> • Planning and dispatching • Service contract management • Service item management • Service order management • Service price management 	 <p>Warehouse management</p> <ul style="list-style-type: none"> • Bin Tracking • Inventory picks and put-aways • Warehouse receipt • Warehouse shipment 	 <p>Manufacturing*</p> <ul style="list-style-type: none"> • Assembly management • Standard cost worksheet • Production bill of materials • Basic capacity planning • Machine centers • Version management 	

Dynamics 365 Business Central outcompetes with the only **fully integrated stack**, on the **world's most trusted and comprehensive cloud**

- Works seamlessly with the Microsoft applications you already use and know – Outlook, Teams, Excel and Power Platform
- AI infused throughout the solution brings you continuous insights to speed decision making
- A single system that works across international locations
- Scalable and extensible to grow and adapt with your growing business



Business Central Differentiation: reliability, performance, and scale

The best cloud platform for ERP



Performance and Scale



Security



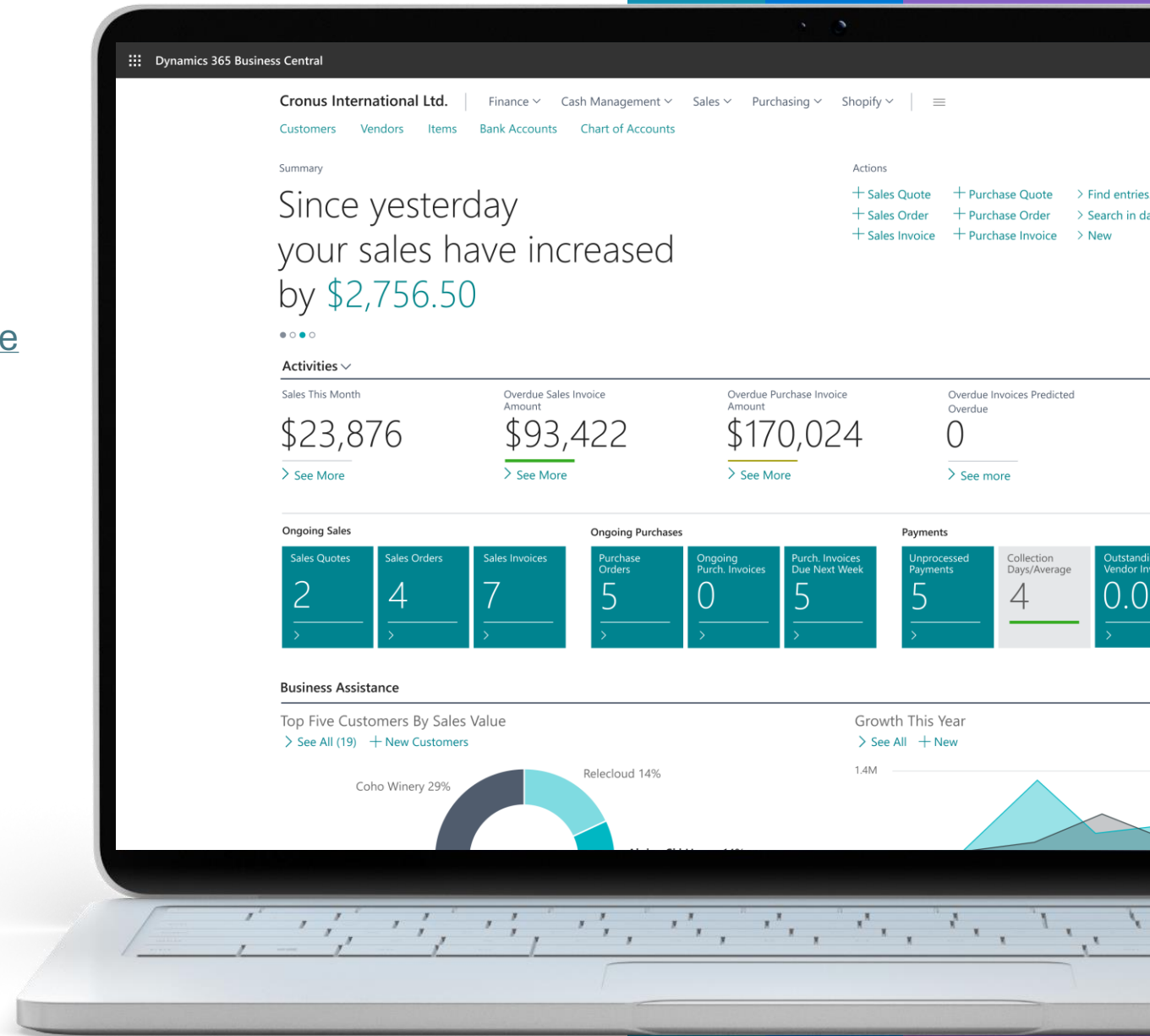
Business Continuity
and Disaster Recovery



Compliance

Microsoft Dynamics 365 Business Central and Shopify

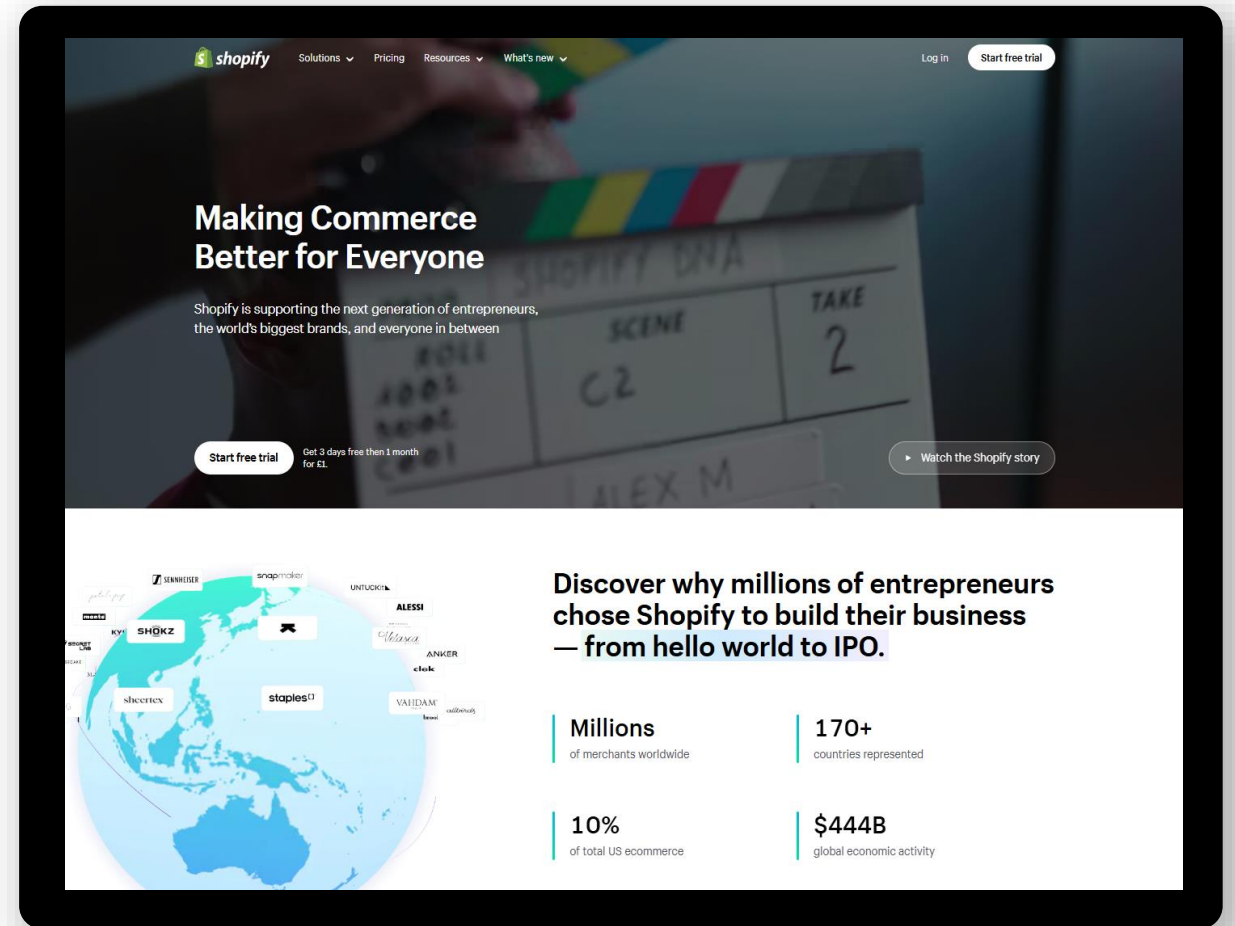
[Connecting Shopify with Business Central - YouTube](#)



Introduction to Shopify

Shopify is a leading provider of essential internet infrastructure for commerce, offering trusted tools to start, grow, market, and manage a retail business of any size

Shopify makes commerce better for everyone with a platform and services that are engineered for reliability, while delivering a better shopping experience for consumers everywhere



The screenshot shows the Shopify homepage. At the top, there is a navigation bar with the Shopify logo, links for Solutions, Pricing, Resources, and What's new, along with Log in and Start free trial buttons. The main hero section features a background image of a hand holding a clapperboard with the text 'MAKING COMMERCE BETTER FOR EVERYONE'. Below this, a sub-headline reads 'Shopify is supporting the next generation of entrepreneurs, the world's biggest brands, and everyone in between'. There are two buttons: 'Start free trial' and 'Watch the Shopify story'. The lower section contains a globe with various brand logos (e.g., SHEETEX, STAPLES, VAHEDAM) and a headline: 'Discover why millions of entrepreneurs chose Shopify to build their business — from hello world to IPO.' Below the headline are four statistics: 'Millions of merchants worldwide', '170+ countries represented', '10% of total US ecommerce', and '\$444B global economic activity'.

shopify Solutions Pricing Resources What's new Log in Start free trial

Making Commerce Better for Everyone

Shopify is supporting the next generation of entrepreneurs, the world's biggest brands, and everyone in between

Start free trial Get 3 days free then 1 month for \$1 Watch the Shopify story

Discover why millions of entrepreneurs chose Shopify to build their business — from hello world to IPO.

- Millions of merchants worldwide
- 170+ countries represented
- 10% of total US ecommerce
- \$444B global economic activity

Benefits of Shopify



Ease of use

Shopify offers a user-friendly interface and easy-to-use tools, making it easy to set up and manage online stores. It allows for streamlining operations by allowing for opting in to only what is needed.



Scalability

Shopify provides a scalable and flexible e-commerce platform that can grow with your business, allowing for customization with new products and features as your business expands.



Integration

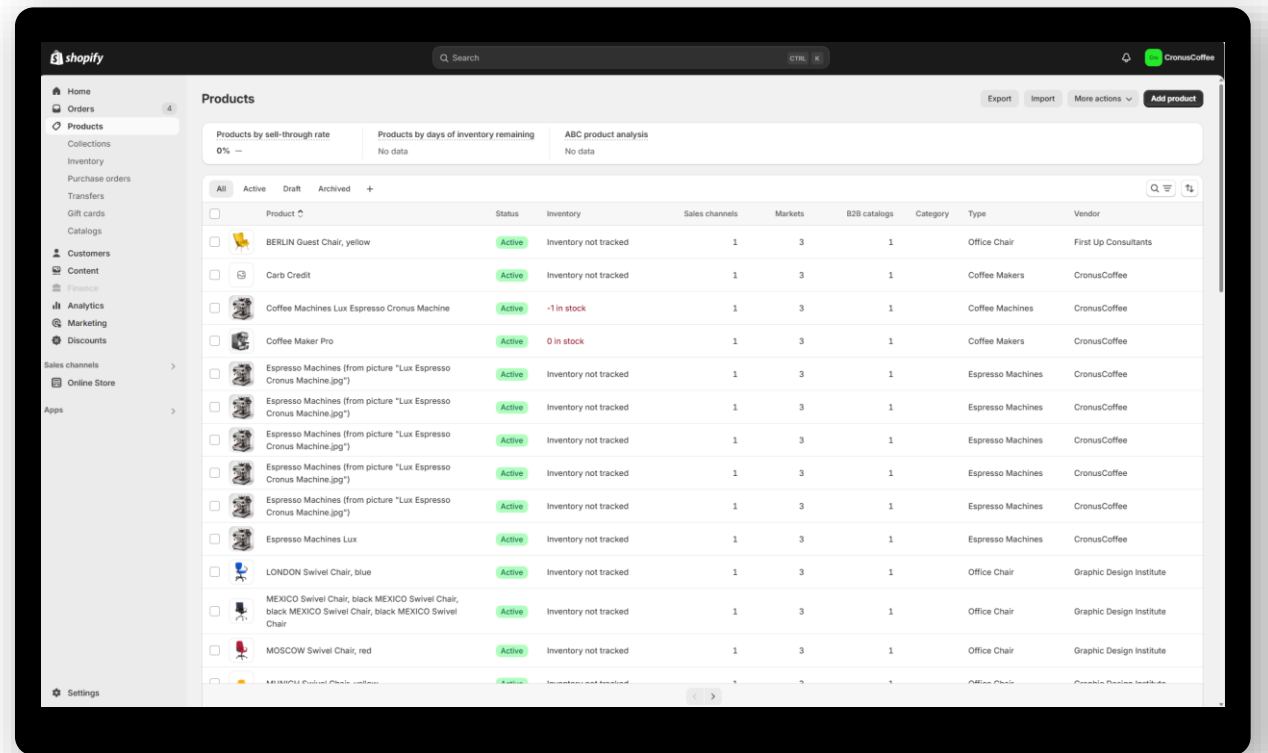
Shopify offers a fully integrated platform that centralizes the entire commerce business and offers a wide set of commerce integrations, such as apps, products, and experiences.

Integrating Business Central and Shopify

With the **Shopify Connector**, link Shopify stores with Business Central to maximize business productivity

Using the Shopify Connector, access and manage insights from your business and Shopify online store as one unit

The seamless connection allows for synchronizing orders, stock, and customer information to fulfil orders faster, and better serve customers



Shopify capabilities in Dynamics 365 Business Central



Data synchronization

- Connect multiple Shopify stores
- Work with customers and orders from different markets and sales channels
- Enable automatic synchronization of products, inventory, orders, fulfillments, and more



Data management

- Bidirectional synchronization of items or products
- Bidirectional synchronization of customers and companies
- Exchange additional product info using Shopify Metafields or Tags
- Synchronize product translations to Shopify
- Define prices and discounts



Streamlined operations

- Import orders from Shopify
- Synchronize inventory levels
- Track fulfillment information
- Export posted sales invoices to Shopify
- Reconcile payment transactions



Shopify B2B

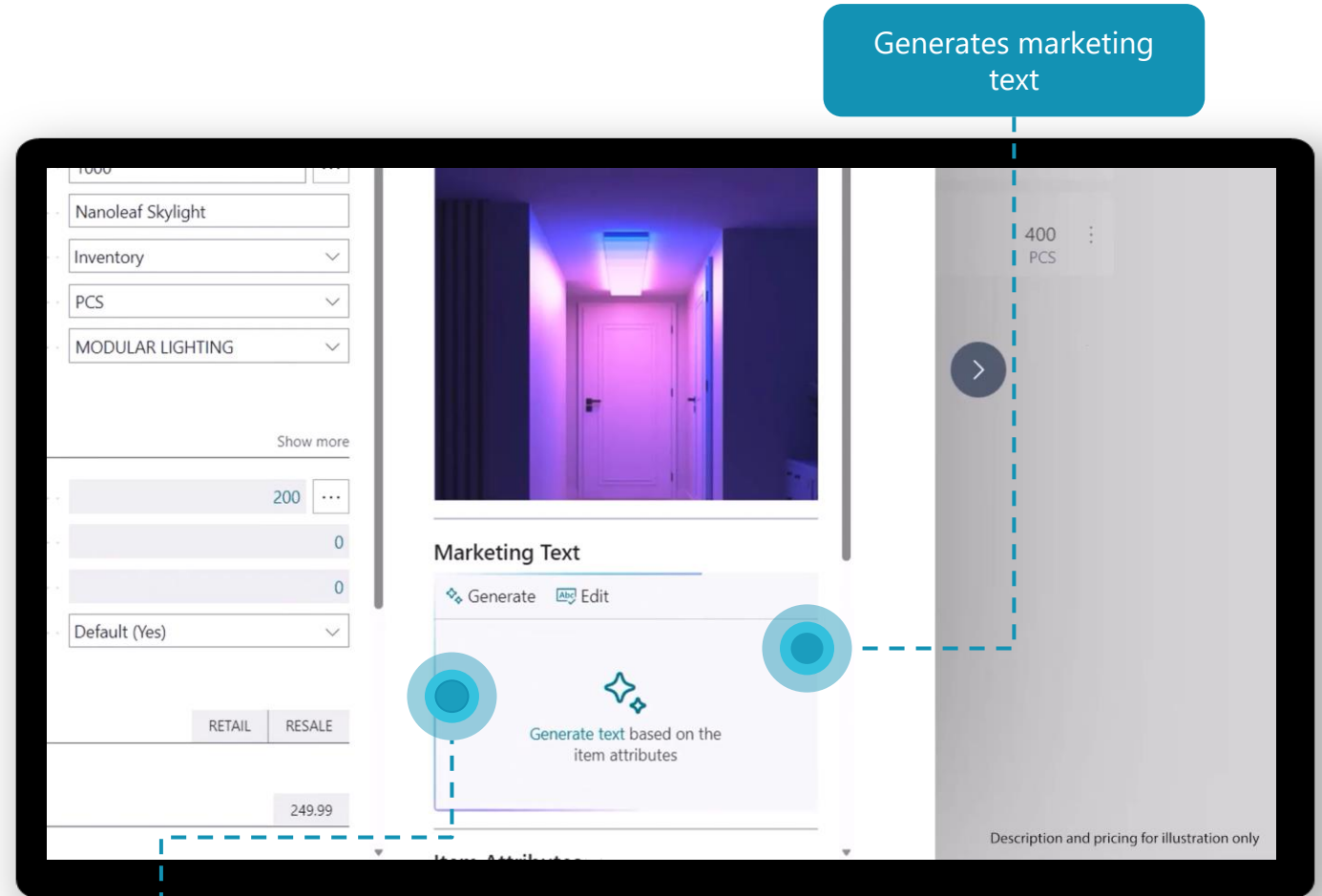
- Connect Business Central with Shopify Plus stores
- Bidirectional synchronization of companies
- Automatic creation of Company contact, Company location, and Catalog
- Define prices and discounts for product catalogs linked to B2B companies

Create marketing text suggestions with Copilot

Stop typing and start selling

Create engaging descriptions in your Shopify store with Copilot in Business Central

- Copilot uses natural language technology to craft an engaging description
- Descriptions can be tailored to your preferred tone, format, and length
- Copilot uses key attributes already in your data



The power of Shopify and Business Central



Increase financial visibility

Get an overview of your profit and costs, be in control of your tax calculation and reporting.



Optimize inventory

Deliver products on time and adapt to changing business models with visibility across purchasing, manufacturing, inventory, and warehouses.



Unlock business insights

Get an overview of your inventory value, use AI to predict future sales, setup automatic ordering of products and be in control of costs.

KAMBUKKA®

Customer:
Kambukka

Industry:
Consumer Goods

Size:
Small (1-49 employees)

Country:
Belgium

Products and services:
Dynamics 365 Business Central
Power BI
Microsoft Teams

[Read full story here](#)



“Using Microsoft Dynamics 365 Business Central, we have time to focus on what’s relevant, we can rely on the system, and have a better day-to-day view on our business.”

—Sabrina Ruzzi, Chief Marketing Officer, Kambukka

Situation:

Kambukka is a premium Belgian brand creating trendy and eco-friendly drinking vessels, snack containers, sport bottles, and coffee mugs. It was manually reconciling inventory between its e-commerce and business software which was time-consuming and risked errors.

Solution:


Kambukka implemented the Shopify connector app with Microsoft Dynamics 365 Business Central to bring its systems together, automate inventory reconciliation, and gain better insight into sales and marketing.

Impact:

With the front- and back-end processes connected, the Kambukka team has more sales visibility and is free to focus on relationship building, sales, and marketing, working faster, smarter, and better.



Sabrina Ruzzi
Marketing Manager, Kambukka



Microsoft
Dynamics 365



Customer:
Nanoleaf

Industry:
Consumer Goods

Size:
Medium 50-999 employees

Country:
Canada

Products and services:
Dynamics 365 Business Central
Power Automate

[Read full story here](#)



“Dynamics 365 Business Central is much easier to customize than competing solutions we evaluated, which led us to high-value process automation more quickly.”

—Paul Austin-Menear, VP Commerce Operations, Nanoleaf

Situation:

As Nanoleaf expanded globally to over 200 retailers in more than 100 countries, the company realized its multiple financial software solutions would be better consolidated into a single solution.

Solution:

With the Shopify connector app with Microsoft Dynamics 365 Business Central, Nanoleaf was able to fuse its supply chain and finance data in a single system.

Impact:

Nanoleaf has seen a 33% productivity improvement in its supply chain. Real-time data on product sales and inventory levels help employees manage the supply chain more effectively and reduce opportunity costs resulting from overstock and out-of-stock events.



Customer:
Greenreb AG

Industry:
Products and services

Size:
Medium 50-999 employees

Country:
Germany

Products and services:
Dynamics 365 Business Central
Dynamics 365 Sales
Power BI

[Read full story here](#)

“The new solution, based on Dynamics 365 Business Central, provides Greenreb with numerous metrics to help improve processes at the golf venue and make appropriate adjustments during ongoing operations.”

—Esther Lemmerz, Functional Consultant, Greenreb AG

Situation:

The medium-sized company is starting out with ambitious goals. The expansion of their business needs a stable and scalable IT system that ensures smooth back-office processes.

Solution:

To build its infrastructure, Greenreb has opted for Dynamics 365 Business Central, Sales, and Marketing. They are using the Shopify connector to plan and manage future expansion.

Impact:

The next stages with Dynamics 365 Business Central have already been planned. The Shopify connection to the online store, which sells merchandise and vouchers, is set to deliver even more insights in the future.





Let's get started

- Walk through our self-guided [demonstration scenarios](#)
- Watch Shopify and Business Central videos on our [YouTube playlist](#)
- Have a question? aka.ms/BCShopifyFAQ



Thank you

