

Unlock Unified Commerce with a Seamless, Modern, and Adaptable Omnichannel ERP Platform

Acumatica Omnichannel Sales

Acumatica seamlessly connects your back-office inventory and order fulfillment processes with native connectors for ecommerce storefronts, marketplaces, point-of-sale applications, and retail hardware, harmonizing data and delighting customers across sales channels. Our holistic commerce-first platform empowers merchants and customers alike with tools to manage orders, process payments, streamline operations, reduce costs, and increase profit margins.



“In the old Access system, we couldn’t bring in sales, and we were probably losing \$500,000 a year because we weren’t really connecting it...Now, every single sales order that comes in from the [BigCommerce] site is automatically uploaded, and in Acumatica, so we’re able to see that sale.”

– Edward Cohen, Chief Executive Officer, Boca Terry

Connected Application Summaries

Acumatica seamlessly connects with leading retail and commerce platforms. This enables a holistic business environment in which inventory, orders, and customer data flow seamlessly between your back-office ERP system and your front-end sales platforms.

Shopify Plus: Elevate your direct-to-consumer sales with a scalable and intuitive platform designed for B2C brands.

Shopify POS: Bridge in-store and online sales with unified checkout, inventory, and customer experiences—directly integrated with Acumatica.

B2B on Shopify: Streamline simple B2B sales on a familiar platform, with seamless integration across web and retail.

BigCommerce: Master high-volume or complex ecommerce with robust B2B and advanced B2C features—ideal for manufacturers and distributors.

Amazon: Connect to Amazon's marketplace, syncing sales, inventory, and fulfillment with your Acumatica system for greater efficiency.

Counter Sales Powered by Heuristyc: Make quick, accurate counter and showroom sales, supporting will-call orders and easy pickups for business customers.

Customer Portal: Deliver essential B2B self-service—empowering buyers to view accounts and place orders online without extra overhead.

Other Connected Solutions: Acumatica natively supports mobile sales for on-the-go sales reps or field service technicians. Extend your reach with proven integrations for WooCommerce, Adobe Commerce, and leading marketplaces like eBay, Walmart, and Etsy—powering growth wherever your customers are.



Sales Channel Technologies

Acumatica provides multiple commerce and retail technology options, empowering commerce decisions for every sales scenario.

Sales Strategy / GTM Model	Shopify Plus	Shopify POS	B2B on Shopify	Counter Sales	Big Commerce	Amazon Seller Central	Customer Portal
Online Storefront (B2C)	★★				★		
Online Storefront (B2B)			★		★★		★
Brick-and-Mortar Retail		★★		★			
Omnichannel (B2C/B2B/POS)	★★	★★	★★				
Counter Sales/ Will Call		★		★★			
Consumer Marketplaces						★★	

Key:

- ★★ = Primary Strength / Ideal Fit
- ★ = Secondary Strength / Good Fit

“Being able to customize things in big ways and in small ways is really what I think makes Acumatica work really well for our company. With Acumatica, connecting to Shopify was a couple of clicks on the Shopify side, a couple of clicks on the Acumatica side, and we had a working connection.”

– Brett Clark, Data Manager, Cherry Republic



Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today’s digital economy, Acumatica’s flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on [LinkedIn](#).



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