

Factsheet

iVend for Magento

Achieve Omnichannel Excellence with Integrated eCommerce

iVend for Magento enables retailers to seamlessly operate across digital and physical sales channels. Robust platform integration ensures customer experience with your brand is the same wherever, whenever, and however, they prefer to shop. All master data is maintained in iVend Retail which seamlessly communicates with Magento Commerce meaning all sales channels communicate in real-time, giving you an enterprise-wide view of your customers, products and performance. This solves a major problem for growing retailers today and readily turns the vision of integrated omnichannel into reality.

iVend Retail offers out-of-the-box integration to Magento Commerce to simplify eCommerce for brick-and-mortar businesses, enabling retailers to:



Streamline sales

operations and inventory
visibility across channels



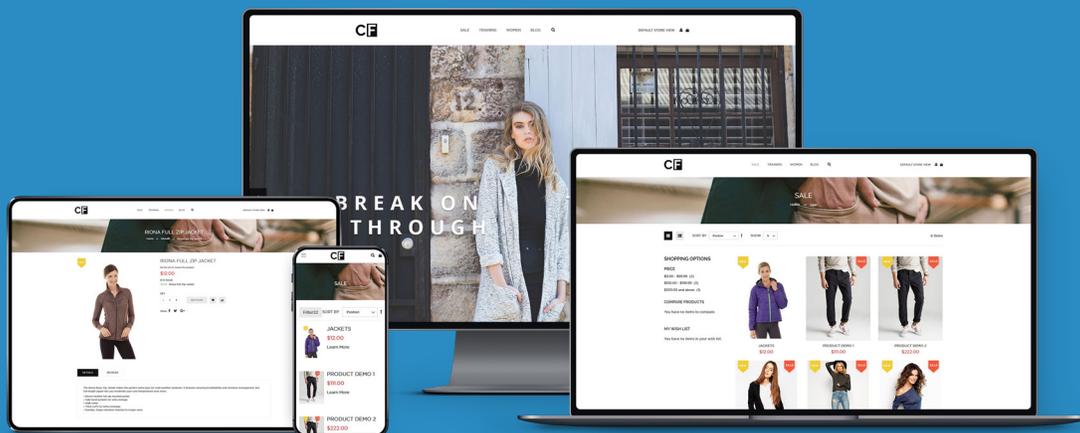
Grow into new channels,

geographies and reach
new customers



Sell online

to both businesses and consumers
all from an integrated solution



Magento Community Edition 2.3.1

Factsheet

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The iVend Retail + Magento Integration Advantage

Magento Commerce integrates seamlessly with the iVend Retail solution suite using RESTful API protocol to deliver a best-of-breed, hybrid business model for managing Brick & Mortar, eCommerce and m-Commerce operations.

The full featured, 2-way sync between iVend Retail and Magento enables retailers, brand owners and manufacturers to:

-  Launch or improve existing online sales operations
-  Run a single stock pool with inventory visibility across the enterprise
-  Ensure that customer orders are fulfilled economically and quickly

The seamless integration is designed to improve customer retention, shopper experience, and bring in new business with:

-  Faster checkouts, delivery, and purchase times
-  A better customer experience with your brand
-  BOPIS, Click n' Collect, and Loyalty Programming

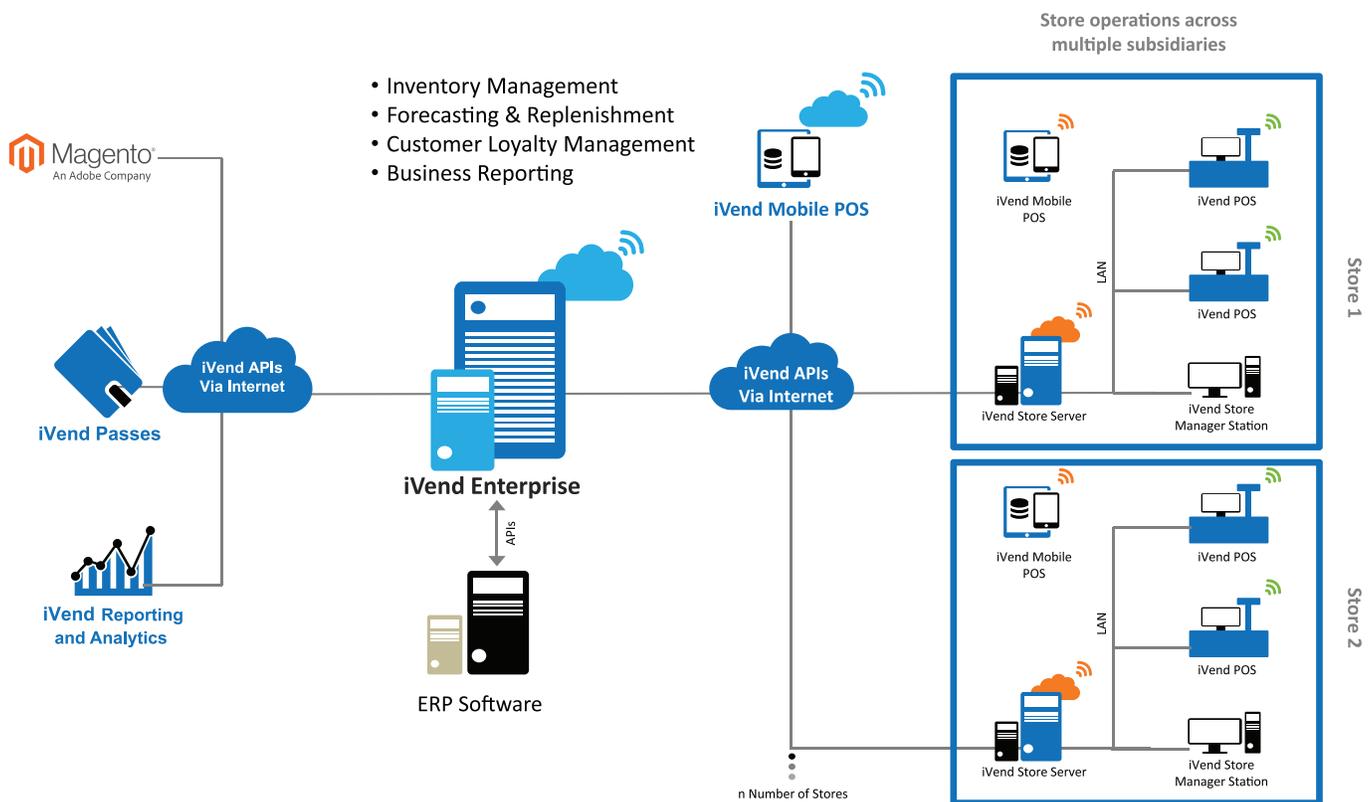
Why iVend for Magento

- ✓ Advanced eCommerce functionality helps retailers scale and increase sales
- ✓ Easily launch in different countries to reach new customers
- ✓ Provide a consistent "omnichannel" customer experience across all sales channels
- ✓ Operate all sales channels from a common stock pool to maximize stock productivity, product availability to the consumer, sales and customer satisfaction
- ✓ Accept a wide variety of payment options, including credit cards, loyalty points, COD, store credit, gift cards, and coupons
- ✓ Leverage the latest eCommerce technology to maximize the impact of search engine optimization (SEO)

Factsheet

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iVend Retail Application Landscape with Magento



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Integrated Masters

Leverage 2-way, real-time sync to integrate Magento with iVend Retail and harmonize your retail operations. The following details which master data fields sync between Magento and iVend Retail:

iVend Retail → Magento Master Data Integration

iVend Retail Master		Magento Master
Customer Group	→	Customer Group
Product	→	Product
Alternate Product	→	Related Items
Upsell Product	→	Upsell Items, CrossSell Items
Price List	→	Price
Special Price List	→	Advance Price
Inventory	→	Stock
Gift Certificate	→	Gift Certificate
Loyalty	→	Rewards
Category	→	Category
Product Category	→	Product Category
Tax Code	→	Tax Rate
Warehouse	→	Inventory Source

Products are visible in Magento as catalog or searchable, items or can be configured for either catalog or search. Products, along with their attributes in iVend Retail, integrate as root level product category in Magento. Further sub-category is configurable in Magento. Product tax rules are configurable in Magento.

In iVend, every store has a price list associated to it. The price list of the store for which Magento is configured in iVend is the base price for the products displayed on Magento.

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Magento → iVend Retail Master Data Integration

Magento Master Data		iVend Master Data
Customer	→	Customer

New customer information added in Magento will sync to the customer in iVend. This integration is from Magento to iVend.

Required Masters in iVend Retail for Magento Integration

- Warehouse
- Surcharge
- Store
- Payment Type
- POS
- Credit Card
- Default User
- Gift Certificate
- Default Fulfillment Plan
- Loyalty Setup

Magento is assigned a store in iVend for inventory control and management. The iVend warehouse integrates to the inventory source for Magento. Stock updates in iVend are reflected in the inventory source of Magento. iVend POS is assigned to the Magento assigned store for carrying out the transactions. Payment type will enable user on the Magento site to select payment option.

The following details which transaction sync between Magento and iVend Retail:

Magento → iVend Retail Transaction Data Integration

Magento Transaction	iVend Transaction
Order	Special Order

The iVend for Magento connector syncs customer orders from Magento into iVend as special orders. All subsequent order processes are executed in iVend.

iVend Retail → Magento Transaction Data Integration

iVend Transaction	Magento Transaction
Delivery	Shipment, Invoice
Refund	Credit Memo
Order Cancellation	Order Cancellation

Delivery of an order in iVend is recorded as an invoice and shipment against the order in Magento. The Refund in iVend will integrate as Credit Memo for the purchase return by the customer in Magento.

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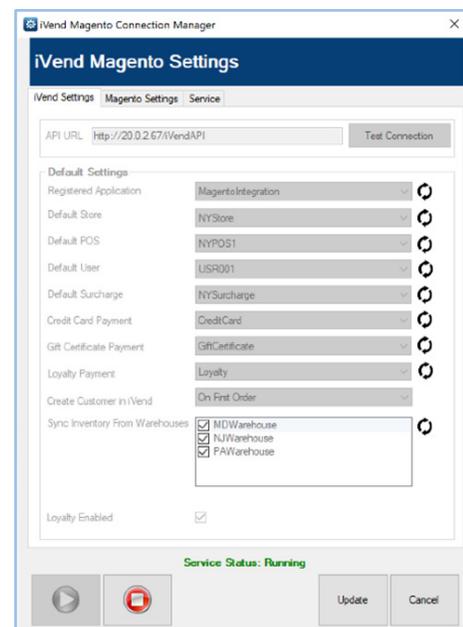
iVend for Magento Settings

Connection Manager Settings

iVend for Magento Connection Manager is designed and developed to integrate iVend Retail to Magento Community Edition 2.3.1. This connection manager is used for configuring iVend Retail and Magento services.

Settings in iVend Retail

iVend for Magento Connection Manager is used for configuring a store to which the Magento orders will get registered. Customer information and orders placed by the customer in Magento are transferred to iVend for further processing and delivery. iVend for Magento Connection Manager customer information to be saved when an order is placed by the customer. The selection of warehouse for synchronization is configurable through iVend for Magento Connection Manager.



Gift Cards and Store Credit Integration

Gift card functionality is configurable in Magento using a recommended, third party Magento Extension, MageWorx, <https://www.mageworx.com/magento-2-gift-cards.html>. The MageWorx Extension allows for Gift Cards defined in iVend Retail to be integrated into Magento. iVend Retail Gift Cards on the Magento site can be used as a tender type, which will be available for purchase as a normal Gift Card item.

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Loyalty Points Accumulation and Redemption

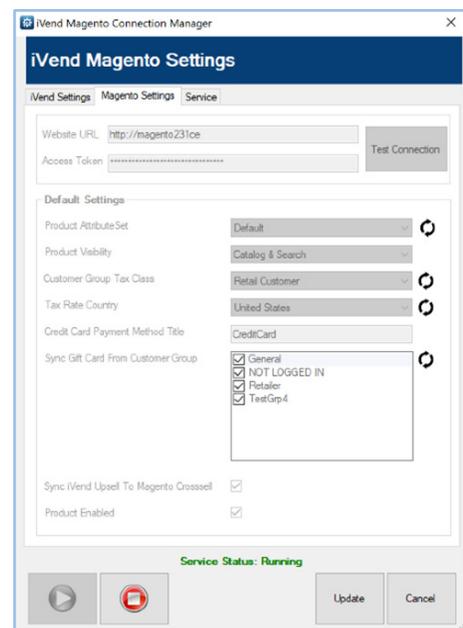
Loyalty points accumulation and redemption is configurable in Magento using a recommended, third-party Magento Extension, Mirasvit <https://mirasvit.com/magento-2-extensions/reward-points-referral-program.html>. The Mirasvit Extension allows integration of Loyalty points from iVend to Magento. The accumulation of the points is driven from the POS / Store and not from Magento. The customer will only accumulate points when the payment is made (realized in iVend) or the products are delivered, whichever happens first.

Promotions and Coupons

Magento gives the users the option to configure Promotions and Coupons through in-built rules. The most popular Cart Price Rules in Magento are used to define and configure Promotions and Coupons.

Magento Settings

In Magento Settings, product is configurable on the basis of attribute set, which is border naming convention to which the product belongs. The visibility of the product on the Magento site is configurable as category product or as a search product. Customers are grouped together based on their location so that the tax rates can be applied according to the jurisdiction to which shipment is made. Gift cards are configurable for the customers based on the customer group to which they belong. UpSell functionality in iVend will integrate to the CrossSell functionality in Magento.



Save valuable time and money with our Magento Connector for iVend Retail.

Contact us today to learn more about harmonising your retail IT ecosystem.

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