

# BlueCherry® Real-Time Connectors

Connect every channel. Synchronize every transaction.  
Power a truly connected fashion supply chain.

## Overview

Today's fashion brands and manufacturers operate across a growing ecosystem of digital commerce platforms, marketplaces, retailers, fulfillment providers, and customer engagement applications.

Managing those connections manually, or through disconnected middleware, creates delays, inventory inaccuracies, fulfillment challenges, and fragmented customer experiences.

BlueCherry Real-Time Connectors provide a modern, API-driven integration framework that securely connects BlueCherry ERP and the broader BlueCherry Intelligent Supply Chain Platform to leading third-party applications and marketplaces in real time.

### BlueCherry automatically synchronizes:

- Orders
- Product information
- Inventory availability
- Pricing updates
- Fulfillment status
- Shipment tracking
- Returns data
- Customer-facing compliance information

All through a secure, scalable, standards-based architecture purpose-built for fashion, apparel, footwear, lifestyle, and consumer goods organizations.

Unlike generic integration tools, BlueCherry understands the complexity of fashion commerce, including style, color, size matrices, seasonal launches, wholesale workflows, omnichannel fulfillment, and compliance-driven product data requirements.

The result is a connected, intelligent supply chain that enables faster execution, improved accuracy, stronger customer experiences, and real-time operational visibility.

## Connected platforms and marketplaces

BlueCherry connects directly with leading B2C, B2B, wholesale, fulfillment, and commerce applications, including:

- Shopify
- Amazon (MCF, FBA, FBM)
- Walmart
- Magento
- BigCommerce
- Salesforce
- NuORDER
- JOOR
- ChannelAdvisor
- Salsify
- Zentail
- Loop Returns
- Avalara
- Additional API-enabled commerce and marketplace platforms

## Part of the BlueCherry intelligent supply chain platform

BlueCherry Real-Time Connectors extend the BlueCherry digital thread across:

PLM, ERP, SFC, WMS, ESG, Commerce, Fulfillment, Customer Experience

### Creating a unified, connected foundation for:

- AI-driven planning
- Omnichannel execution
- Real-time visibility
- Workflow automation
- Connected commerce intelligence

## Key capabilities

### Real-time order synchronization

Automatically capture, validate, and process orders across all connected channels in real time.

### Inventory and availability visibility

Synchronize inventory instantly across marketplaces and fulfillment environments to reduce overselling, stockouts, and customer service issues.

### Product & SKU synchronization

- Reduced markdown exposure
- Improved margin and inventory productivity
- Better working capital utilization

Map marketplace-generated SKUs and product structures directly into BlueCherry ERP while maintaining fashion-specific hierarchies.

### Fulfillment & shipment updates

Automatically update order status, fulfillment progress, shipment tracking, and delivery confirmations across connected systems.

### Returns & reverse logistics integration

Connect returns platforms and workflows directly into ERP and customer service operations.

### Standards-based API architecture

Built using modern REST/SOAP APIs for scalability, interoperability, and future-ready integration flexibility.

### Fashion-specific commerce intelligence

#### Purpose-built for:

- Style-color-size complexity
- Seasonal product launches
- Omnichannel operations
- Wholesale + DTC commerce
- Marketplace synchronization

## Why BlueCherry Real-Time Connectors?

### Eliminate integration complexity

Replace multiple point integrations and disconnected middleware with a unified integration framework.

### Accelerate omnichannel operations

Connect design, inventory, fulfillment, and customer channels into a single synchronized workflow.

### Improve customer experience

Provide faster fulfillment, accurate inventory, and consistent real-time order visibility across channels.

### Reduce manual errors

Automate data synchronization and reduce costly manual entry, mismatched SKUs, and delayed updates.

### Support ESG and DPP readiness

Pass Digital Product Passport (DPP), compliance, traceability, and ESG-related product data directly into customer-facing channels.

### Scale without rebuilding integrations

Expand into new marketplaces, fulfillment providers, and regions without large custom development projects.

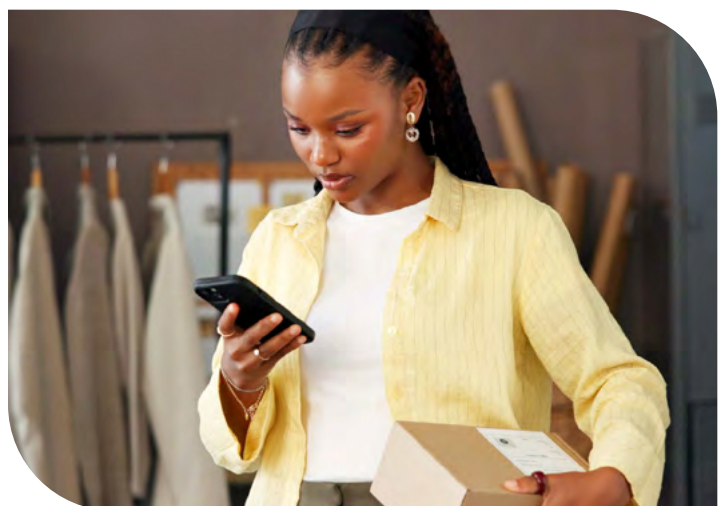
## Modernize on your terms

BlueCherry Real-time Connectors allow organizations to modernize incrementally without disrupting existing operations.

#### Whether connecting:

- Marketplaces,
- ERP environments,
- Fulfillment providers,
- Commerce platforms,
- Or customer engagement systems,

BlueCherry provides a scalable, fashion-first integration framework designed to evolve with your business.



## Build a connected, intelligent commerce ecosystem

Discover how BlueCherry Real-Time Connectors can help simplify integrations, improve operational visibility, and accelerate connected commerce execution across your supply chain at [sales@cgsinc.com](mailto:sales@cgsinc.com) or learn more at [bluecherry.com](https://bluecherry.com).