

BlueCherry® B2C Connector

The fastest and smartest way to connect ERP and e-commerce.

Overview

Today's consumers expect instant access, fast fulfillment, and real-time updates across every e-commerce channel. The BlueCherry® B2C Connector links your ERP to leading platforms like Amazon, Shopify, Magento, BigCommerce, Walmart, and others, while giving brands the power to synchronize orders, products, and inventory seamlessly.

Unlike point-to-point integrations, the B2C Connector is built on a standards-based web services architecture (REST/SOAP) for speed, reliability, and scalability to keep your brand aligned with evolving customer expectations, compliance requirements, and omnichannel growth.

Instead of relying on multiple third-party plugins, the BlueCherry B2C Connector creates a single, reliable integration point that speeds every transaction, keeps data accurate, and gives customers the fast, transparent service they expect.

With real-time data synchronization, businesses reduce manual errors, accelerate order fulfillment, and deliver consistent omnichannel experiences. The result: faster operations, fewer costly mistakes, and a supply chain that is always on, always connected, and always ready.

Key features & benefits



Real-time data visibility.

Eliminate manual steps and latency with instant data flows between BlueCherry ERP and your e-commerce sites.



Smarter order management.

Instantly capture, validate, and process orders through automation, including 3PL and e-commerce fulfillment providers.



Eliminate errors

Automated data mapping and SKU synchronization remove costly manual entry and reduce fulfillment mistakes.



Product synchronization.

Map platform-generated SKUs into BlueCherry ERP, eliminating delays and errors for faster product launches and updates.



Future-proof, flexible, & secure architecture.

Built on APIs using global standards (SOAP/REST), ensuring interoperability, stronger data protection, and affordable scalability compared to proprietary EDI with a connection that evolves as platforms change.

Only BlueCherry offers

- 1 **Fashion-first integration** – Purpose-built for apparel, footwear, lifestyle, and home goods – unlike generic connectors, BlueCherry understands product hierarchies like size, style, and color.
- 2 **Unified digital thread** – Direct link between ERP, PLM, WMS, and marketplaces, eliminating gaps between design, inventory, and customer-facing platforms.
- 3 **Accuracy & oversight** – Smart validation of product data, pricing, and inventory syncs reduces costly errors before they reach the marketplace.
- 4 **Scalability for global growth** – Seamlessly expands to new regions, platforms, and partners without the need for custom reconfiguration.
- 5 **Compliance** – ready commerce – Delivers Digital Product Passport (DPP), ESG, and labeling data alongside product listings for regulatory alignment.
- 6 **Single vendor partnership** – Avoid the risk of multiple middleware or custom integrators with BlueCherry managing, supporting, and enhancing the entire connection.

Technical specifications

Connectivity: REST APIs with pre-built connectors to leading marketplaces and e-commerce platforms, including Shopify, Amazon, Zalando, Magento, and more, with secure encrypted data flows.

Coverage: Supports multi-market, multi-region integrations, handling complex style, size, and color matrices unique to fashion, apparel, footwear, lifestyle, and home goods.

Performance: Real-time bi-directional sync of product, price, order, and inventory data, with transaction-level logging, and monitoring dashboards

Scalability: Modular, plug-and-play design to add new marketplaces or extend integrations without downtime – future-proof for expanding geographies, channels, and compliance requirements.

Compliance readiness: Built to embed ESG, DPP, and labeling data directly into product feeds, ensuring readiness for global regulatory mandates.

Use cases

- **Prevent overselling and lost revenue**
Synchronize real-time inventory and pricing across all sales channels, avoiding stockouts, overselling, and the costly customer churn they create.
- **Accelerate marketplace expansion**
Quickly onboard new platforms like Amazon, Zalando, or Shopify without complex custom builds, enabling faster entry into global and regional markets.
- **Reduce IT and integration overhead**
Eliminate costly middleware and custom-coded connections by consolidating e-commerce integrations into a single, scalable connector.
- **Boost customer trust and satisfaction**
Deliver accurate, consistent product, order, and fulfillment information across every channel, reducing cancellations, returns, and service issues.
- **Enable compliance-ready commerce**
Integrate ESG and Digital Product Passport (DPP) data alongside product details, ensuring sustainability compliance flows directly to end customers.
- **Support high-volume D2C growth**
Handle spikes in demand, new product launches, and seasonal peaks with a connector designed for fashion's pace and complexity.

Unlock seamless e-commerce with the BlueCherry B2C Connector. Eliminate manual workarounds for effortless order flow from cart to customer.

Learn more at bluecherry.com | Contact us at bluecherry@cgsinc.com.