

WEBINAR

Business Processes Automation for eCommerce

Best Practices and Tools

20th June 2024 | 10:00 AM | US EST



SPEAKER

Julia Mosur

SENIOR PROGRAM MANAGER | BOOMI

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Agenda

- 01 Introduction
- 02 Why automate eCommerce
- 03 Industry-Specific Best Practices
- 04 eCommerce Integration Patterns
- 05 Best practices and tools



Over 20,000 global customers use Boomi to automate their business through the integration of applications, databases, and APIs to create interconnected business processes.

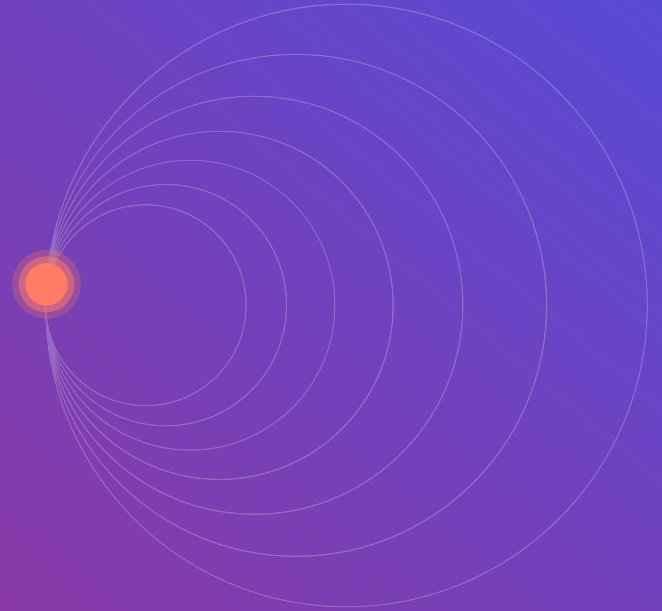
A 10x leader in the Gartner Magic Quadrant, today, Boomi is ranked #1 amongst all vendors for ability to execute.

Julia Mosur

Senior Program Manager at Boomi

Over 20 years in software Implementation Industry with specific focus on integrations over the last 8 years. Experience spans from hands-on implementations to leading digital transformation initiatives and creating enablement programs.

Business Processes Automation for eCommerce



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Why automate eCommerce?

**SUPERIOR
CUSTOMER
EXPERIENCE**

Why automate eCommerce?

**SUPERIOR
CUSTOMER
EXPERIENCE**

- Aggregate data from multiple systems to understand customers and deliver **personalized experiences**.
- Connect ecommerce, brick-and-mortar POS systems, and inventory databases to meet customer demands to buy, pick up, and return products **through any channel**.
- Implement efficient and fast fulfillment lifecycle to get orders to destinations **quickly and reliably**.
- Deliver real-time inventory data across ecommerce and physical stores for accurate demand planning and **timely replenishment**.
- Gain **scale and expand** with large online partners like Amazon and eBay.

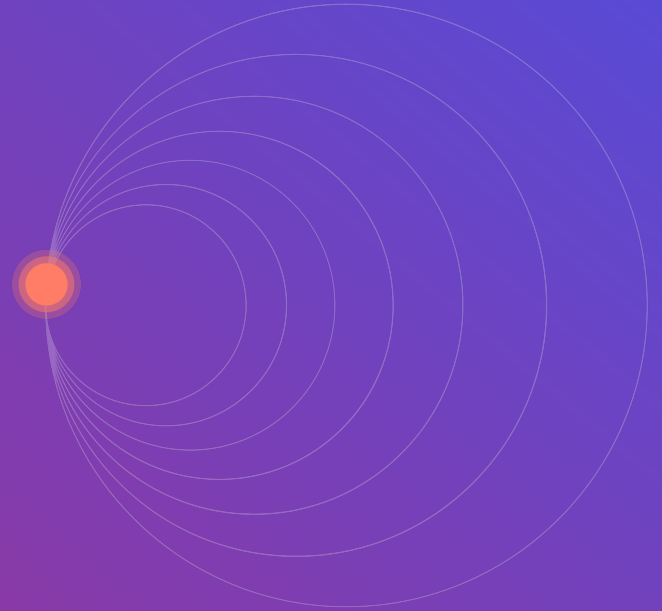
Industry-Specific Best Practices

common
Business Processes

common
Integration Patterns

common
Applications

eCommerce Business Processes



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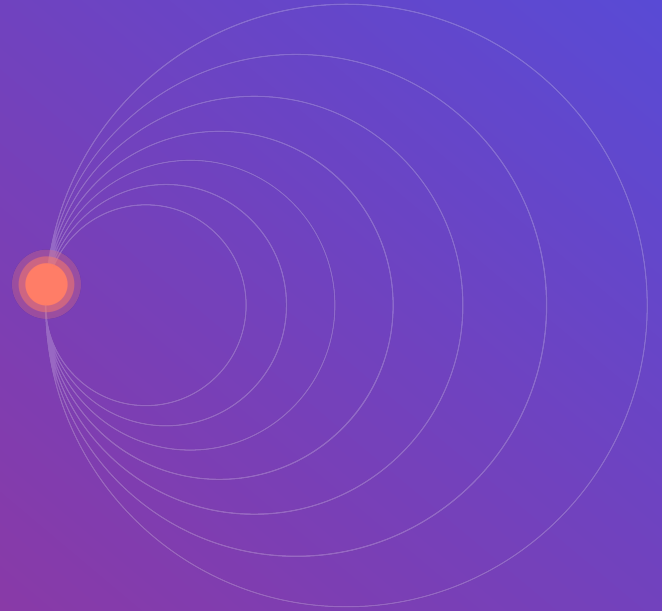
eCommerce Business Processes

- Omnichannel Order-to-Cash
- Inventory management
- Returns and Refunds
- Wholesale with Trading Partners
- Customer 360

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Business Processes

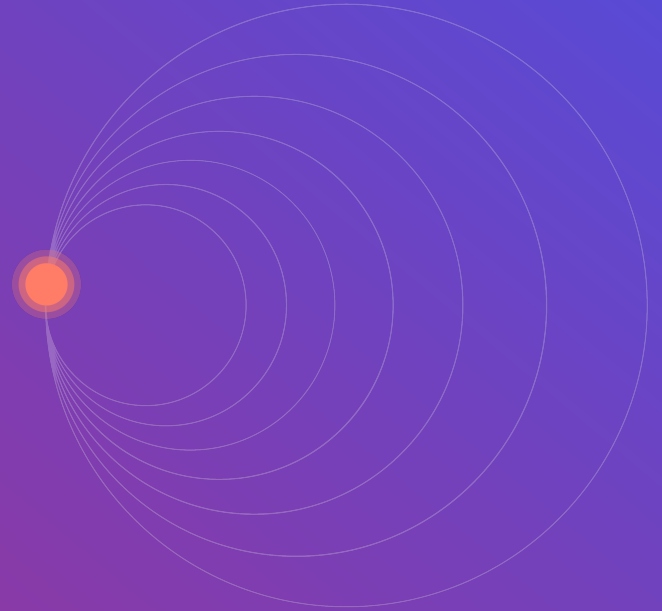
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Order-To-Cash Integration Patterns



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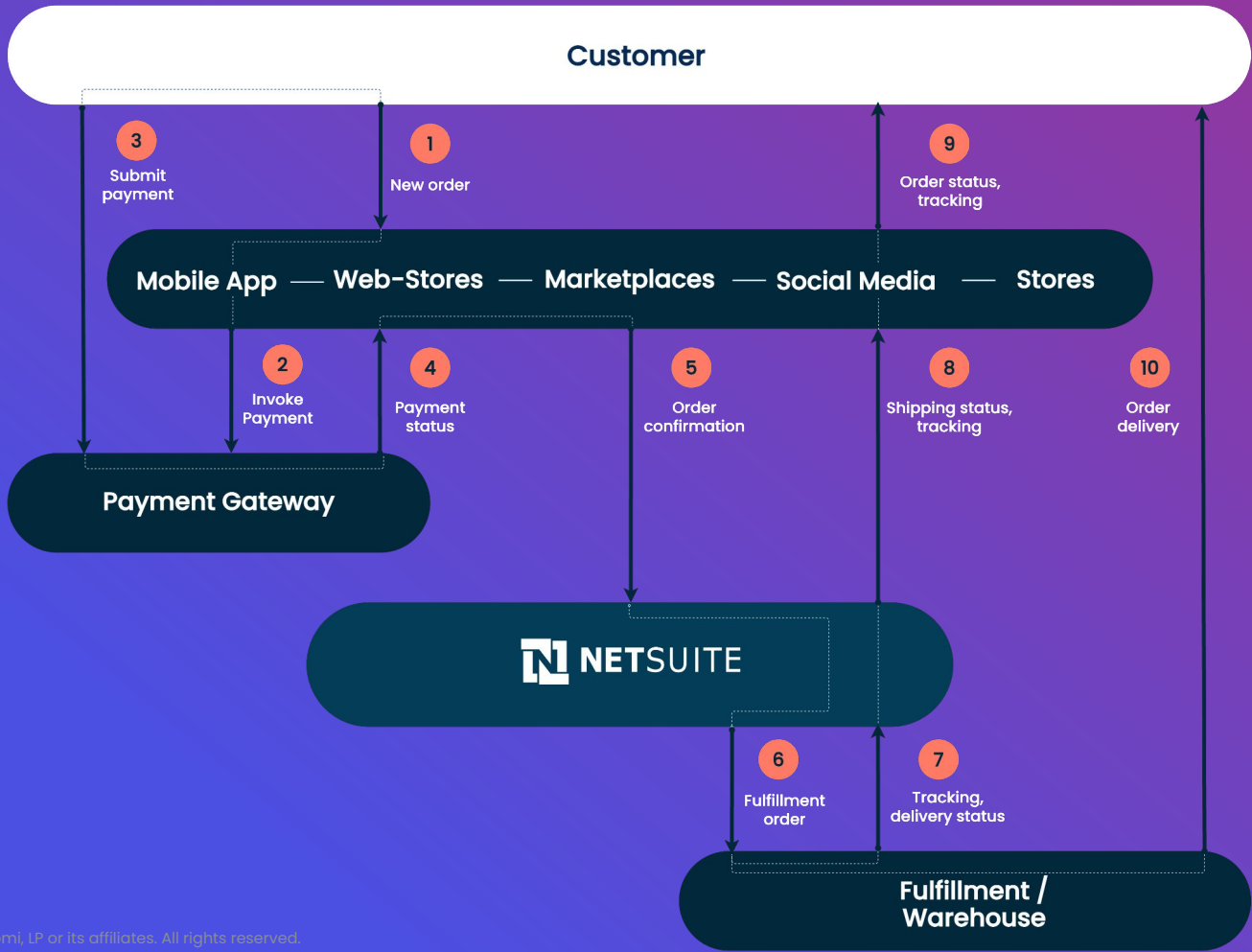
Order-To-Cash Integration Patterns

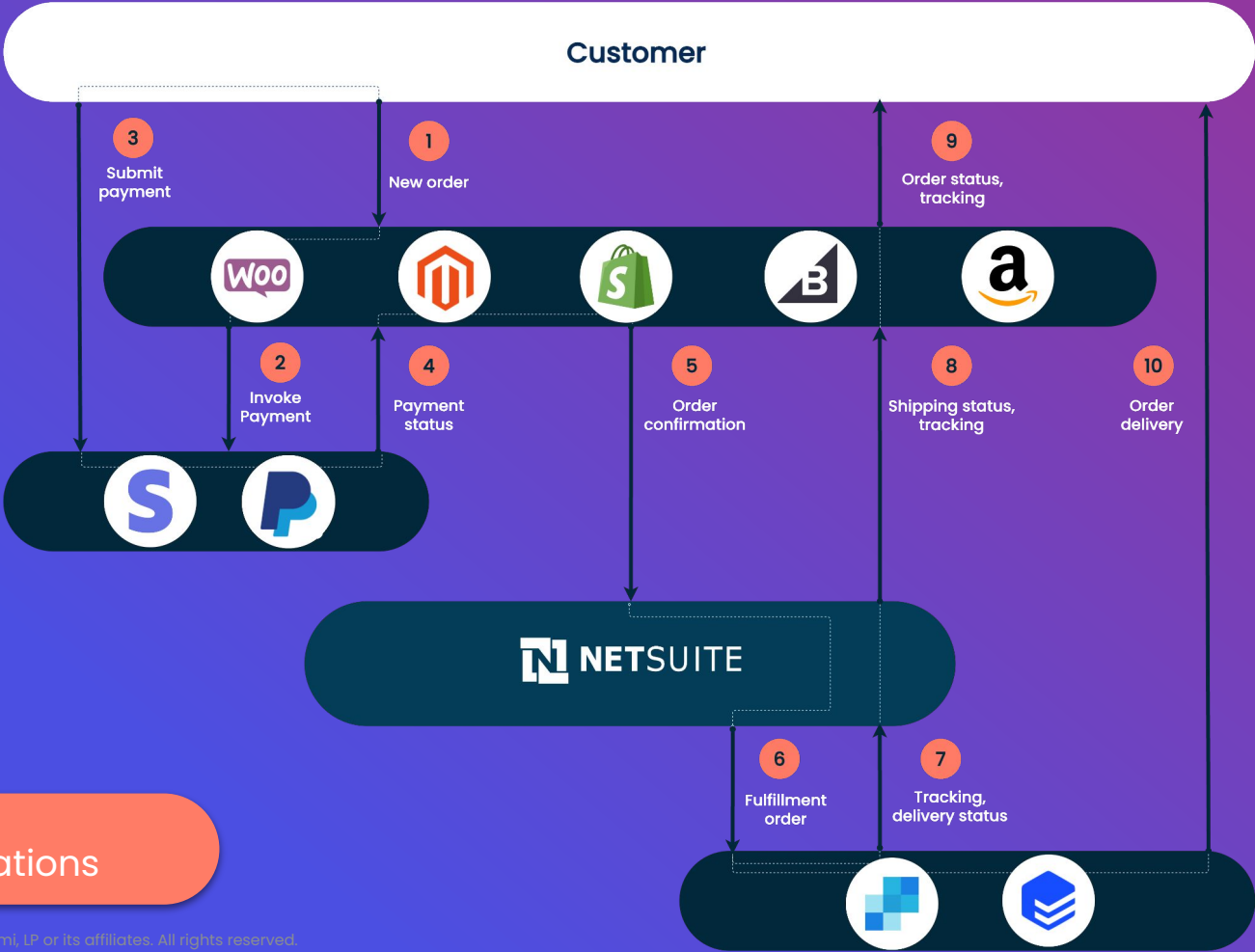


Order-to-Cash Process

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Integration Patterns

| Process Steps | Integration Use-Case |
|------------------------------------|------------------------------|
| Customer places an order | Web-Store <> ERP |
| Payment processed | Web-Store <> Payment Gateway |
| Seller ships the order | ERP <> Warehouse |
| Customer receives tracking details | Warehouse > ERP > Web-Store |
| Order delivered | Warehouse > ERP |





common Applications

eCommerce Business Processes Automation



Business Process Automation

Integration use-cases

Prebuilt Boomi Recipes

ORACLE
NETSUITE
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Q&A



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community.boomi.com

discover.boomi.com

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