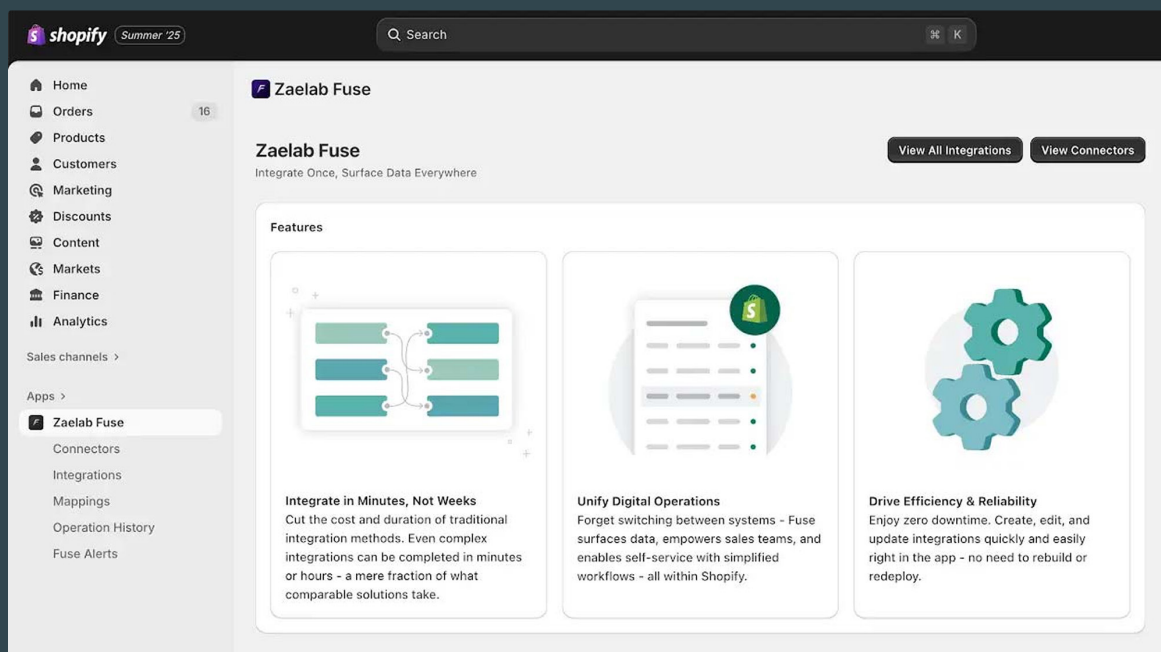


Fuse for Shopify: Integrate Once, Surface Data Everywhere

Zaelab introduces its latest innovative offering, Fuse, an enterprise-ready integration platform designed to facilitate seamless data flow between your Shopify stores and your external systems like ERP and CRM. Fuse is a comprehensive solution for creating, connecting, managing, and monitoring integrations, tailored for tech-savvy merchants, business teams, and developers.



Why Fuse?

With Fuse, you can eliminate the complexity and inefficiency of managing multiple integrations. It reduces implementation time and cost, enhances data accuracy, and improves operational efficiency. Fuse ensures that your integrations are secure, scalable, and easy to maintain.

How does Fuse work?

Fuse provides an intuitive interface for setting up and managing integrations that's designed to work with Shopify and Shopify Flow.

Out of the box, it supports both real-time and batched data synchronization, advanced data mapping, and transformation capabilities to and from any system, including SAP, support for bringing in data in nearly every file, every format.

Integrations are maintained in a data-driven fashion, ensuring continuous operation without the downtimes and development effort typically associated with traditional integrations. Whether you need simple data transfers or complex integration workflows, Fuse handles it all without requiring extensive technical expertise.

For developers who prefer to write code, Fuse also offers a powerful development environment that allows for advanced customization. Developers can get hands-on without worrying about rebuilding or deploying code, as Fuse handles these processes seamlessly and instantly. This provides the perfect balance of control and convenience.

Who is Fuse for?

- **Tech-Savvy Merchants:** Easily set up integrations without writing code.
- **Business Teams:** Manage and monitor integrations to ensure smooth operations.
- **Marketing Teams:** Surface data from integrations across Shopify – from storefront to checkout and admin – quickly and easily.
- **Developers:** Utilize advanced customization options and control over integration logic.

With Fuse, integrate once, surface data everywhere – in ways and at speeds you never thought possible.

Use Cases



Connect and integrate with ERPs

Fuse enables any enterprise on SAP ERP to quickly and easily connect with their Shopify stores. Say goodbye to long implementation times—our clients have **reduced integration times from three months to just one week**. Use Fuse to manage all your integrations with SAP, surfacing data where it matters most: from real-time pricing and inventory checks on product pages, to ERP business rules and validation logic during checkout, to order placement in SAP, and all the way back to shipment notifications from SAP to Shopify, return flows, and more.



Data migrations

Migrate from any legacy commerce platform to Shopify quickly and easily. Use Fuse's data mapping and visualization tool to transform and load data into Shopify. Any type of data, any amount of data, any way you want it brought in.



Real-time data surfacing

Eliminate downstream failures and reduce customer churn once and for all. With Fuse, you can set up real-time integrations with your ERP, OMS, warehouses, pricing engines, and more. Implement a real-time pricing and stock inventory integration in Fuse to provide your storefront with up-to-date product information. Enable your customers to see real-time pricing and inventory. Validate orders with real-time ERP data before they are placed, and integrate these checks directly into Shopify Checkout for a seamless customer experience.



File feed

For teams that thrive in spreadsheets or systems only capable of exporting/importing data via flat files, Fuse's File Feed is up to the task. Import nearly any file type into and out of Shopify, supporting both structured and unstructured formats, including CSV, TSV, and fixed-width files. If it's a spreadsheet or text file, Fuse can make sense of it and bring the data into Shopify. Need regularly scheduled imports? Fuse handles that, too.



Self-service

Streamline operations and sales processes. Use Fuse to set up real-time integrations with your ERP system and make them available everywhere in the Shopify Admin. Now, your sales teams can manage customer account data without logging into another system. Customer service agents and managers can initiate, take payment, and approve changes to orders in one place. Improve transparency to your customers by surfacing credit limits and enabling self-service options, reducing load on customer service agents, improving overall satisfaction and increasing operational efficiency.



Expand beyond Shopify

If integrating two disparate systems is complicated or unworkable, Fuse can step in and connect the two intermediate systems—even if they don't need to communicate directly with Shopify. Forget implementing changes within legacy systems or hiring expensive development teams to build integrations – you can set these up and manage them, right in Fuse.

Key Features and Functionality

Comprehensive Integration Management

- **External Systems Integrations:** Connect Shopify stores with external systems, handling data migrations and real-time data synchronization.
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- **API Connections:** Easily connect to any system with an API.
- **Pre-configured Connectors:** Ready to integrate with your SAP S/4 HANA or ECC ERP.
- **File Feed integrations:** to support data ingestion from spreadsheets and files.

Real-Time Data Surfacing

- **Shopify Theme Extensions:** Surface real-time pricing and inventory to your customers, in-store and online, quickly and easily.
- **Checkout Validation and Functions:** Fuse makes it easy to set up your backend integrations with your ERP, so you can expose key business logic to where it matters the most.
- **Customer Accounts and Admin Enhancements:** Enable self-service operations and embed external data into Shopify Admin. Enable customer service agents and managers to perform tasks and operations that normally live in other systems, right into the Shopify Admin.

File Feed Integration Capabilities

- **File Type Support:** Import various file types, including CSV, XLS, XML, JSON, and more.
- **Automatic Mapping:** Detect and map file columns to Shopify data types.
- **Integration Templates:** Create and manage templates for routine data imports.

Scalability and Flexibility

- **Integration Management:** Duplicate, modify, pause, resume, and stop integrations as needed.
- **A/B Testing:** Traffic re-routing capabilities for integration flows.¹⁵⁷²¹⁶.
- **Drop Zones:** Cloud-hosted folders for file processing with validation logic.

Shopify Store Integrations

- Set up integrations between multiple Shopify stores.

Enablement

No direct API? No problem. Even if your system relies on importing data in any file type or structure, Fuse's File Feed feature has you covered, making integration simple and seamless.

Real-Time Monitoring & Troubleshooting

- **Dashboard**
Monitor integration health and performance.
- **Notifications** **COMING SOON**
Alerts for integration issues and failures.
- **Detailed Logs** **COMING SOON**
Comprehensive error reporting and troubleshooting tools.

Advanced Debugging & Testing **COMING SOON**

- **Debug Mode**
Step through integration logic and inspect data.
- **Filters & Interceptions**
Apply logic to modify integration flows.
- **A/B Testing**
Split traffic and test new endpoints seamlessly.

For Omni-channel Sales

Features

- **Real-Time Updates**
Ensure up-to-date pricing and inventory for better customer experiences.
- **Customer Loyalty Data**
Integrate loyalty program details at various Shopify touchpoints.

For Business & Marketing Teams

Features

- **Non-Technical Management**
Allow business teams to create and manage integrations.
- **Scheduled Jobs**
Automate routine data imports or business operations.
- **Quick Drop Features**
Enable immediate data imports without developer intervention.

Additional Features

Analytics and Collectors

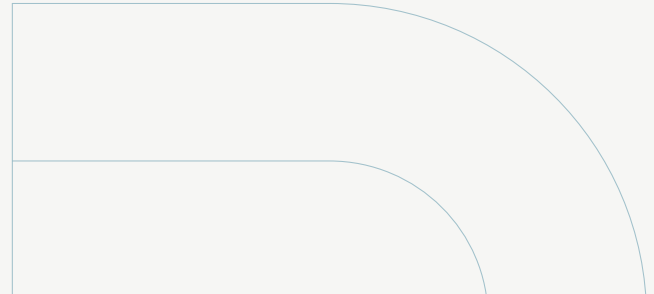
- **Data Collection**
Configure attributes for analytics purposes.

Self-Hosting Option

- **Infrastructure Savings**
Host key portions of Fuse on your infrastructure.
- **Scalable Deployments**
Support for infrastructure-as-code platforms like Terraform.

Support and Services

At Zaelab, you'll receive comprehensive application onboarding tailored to your service level, including a set number of integration services. Additionally, we offer monthly break-fix support hours to ensure your systems stay running smoothly.



Is Fuse right for my business?

Fuse will be a great fit for your business if:

- You are an enterprise.
- You support multiple markets.
- You provide B2B or D2C products or services.
- Your GMV is substantial (e.g., >= \$10M annually).
- You either have or are planning to switch to Shopify Plus.
- You currently use SAP ECC or S4/HANA for your ERP.
- You are integrating with multiple systems.
- You are considering migrating from a legacy commerce platform such as SAP Commerce. We do support migrations for many popular platforms.
- You are looking to consolidate vendors and reduce implementation costs.
- You want to reduce time to market.

Get Started with Fuse

Fuse is the ultimate tool for managing integrations with Shopify, offering unparalleled flexibility, control, and ease of use. Whether you are a tech-savvy merchant, a business team, or a developer, Fuse empowers you to seamlessly connect your systems and streamline your operations.

Invest in Fuse to enhance your integration capabilities, improve operational efficiency, and deliver a superior customer experience. Contact **Erica Fitzgibbons** at erica.fitzgibbons@zaelab.com to schedule a live demo or inquire about pricing.