

# Fortude Marketplace Integrations

The fashion industry has always been at the forefront of innovation. The rise of e-commerce, in particular, is reshaping the way fashion brands operate in the ever evolving market space. However, fashion manufacturers and brands in the UK still lag far behind the US in terms of capturing the potential of e-commerce.

At Fortude, we are working to bridge this gap by partnering with UK fashion manufacturers and brands who wish to onboard e-commerce platforms. Our expertise lies in connecting the Infor M3 to e-commerce platforms such as Breuninger, Zalando, Farfetch, Shopify.

## What is it?

Seamlessly integrate your marketplace data with Infor M3 by synchronizing orders, inventory details, taxes, order submissions and more.

Marketplace Integration offers your business unlimited potential to automate and streamline your workflow by connecting Infor M3, marketplace and 3PL. The integration solution offers a robust and flexible system to enable your team to run operations efficiently, eliminating manual errors and reducing lead time.

## How does it work?

Each marketplace has its own set of APIs. With our experience in integrating Breuninger, Zalando, Farfetch and Shopify; we can easily plug-and-play for your business with minimum configurations.

The Integration settings or mappings in M3 side templates.

## Who is it for?

The Marketplace solution is ideal for all organizations currently leveraging, or planning to upgrade to Infor M3. The tool is also suitable for existing M3 Customers who don't have Integrations with Marketplaces currently.

## Why do you need it?

Fortude has developed integrations with popular e-commerce platforms like Breuninger, Zalando, Farfetch and Shopify enabling us to implement and deliver the solution in a short time.

With the integration, business users do not have to manually update stock availability.

Omnichannel enablement - Automating of product data uploads and retrieving marketplace orders to M3.

Supports advanced tax and price calculations based on delivery destination.

From creating and approving orders, to allocating stocks and setting up taxes based on order type or delivery destination, the tool allows all these processes to be completed automatically, with minimum human interaction by setting up certain rules.

The Marketplace Integration tool also serves the omnichannel - i.e., some companies may have dedicated stock for ecommerce so the tool helps prioritise which channels can tap into a particular stock pool.



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