



Shopify Integration: Guaranteed Success for Cross-Channel Sales

Manage All
Channel Sales
in **One Central
Location**

“That has been
very, very
functional to us”

★★★★★
Incrediwear



***i*NCREDIWEAR**



“UCX allows us to get the traceability we need for our business, for every transaction and every distributor we have, and our account administrator can do that, without getting anyone else from the team involved. From an accounting and simplicity perspective, that has been very, very functional to us.”

➤ **About the ebook:**

We kept it simple.

This ebook is a straightforward guide to show how integrating your Shopify store with the UCX Platform creates the ideal multi-channel ecosystem for your reseller management. You'll get a simple and accurate list of the benefits, including visual cues.

We want to facilitate your eCommerce journey and help you sell more, better, faster. If you want that too, read on.

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➤ Introduction

Online sales reached an all-time high in 2020. Boosted by the pandemic, eCommerce became a new window of hope and opportunity for businesses.

This growing trend continued in 2021, with a record of \$2.5 trillion retail sales in the first half of the year. This number is expected to exceed \$4.5 trillion by the end of 2021.

In short, the eCommerce industry is evolving super fast. Naturally, online sales platforms and businesses need to adapt quickly if they want to keep up. So, except for the basic online selling features, an ideal eCommerce solution should also enable you to:

- Easily onboard your team.
- Learn its ins and outs fast.
- Scale it with a few clicks.
- Multiply your sales channels with ease.

The more resellers you have, the harder it can be to monitor and manage them and their individual orders, sales, and refunds, especially if you have more than one online sales channel. Through the Shopify Integration, the UCX Platform consolidates all channel sales and automates reseller management.

Learn how this multi-channel ecosystem for your online sales works, starting with the UCX Channel.



➤ Build, Sell, Track, and More With the UCX Channel



\$276

WHOLESALE PRICE **\$230**

RETAIL PRICE **\$276**

DISTRIBUTOR MAKES **20%** OF WHOLESALE

ASSIGN PRICE BOOK TO: **WHITTAKER** ▼

DISTRIBUTOR CAN SELL DIRECTLY TO CUSTOMERS

The best eCommerce solutions are easy to use, solve more than one of your business challenges, and have built-in features to empower you in your online sales journey.

The UCX Channel is designed to give you control of your channel sales. It allows you to sell quickly, track your sales, and experience visible sustainable growth at a fast pace.


With UCX as a versatile platform, the Channel comes with an intuitive interface, making it easy to navigate whether you are tech-savvy or not.

If the Channel fits...

➤ Price Books & Commission to Simplify Reseller Management

The UCX Channel is all about making reseller management efficient. What helps you greatly is the ability to create price books and assign them to your resellers and distributors. By default, your price books include the **Base Price**, **Retail Price**, **MSRP**, and **Wholesale Price**.

PRICE BOOK #1



\$27

WHOLESALE PRICE **\$20**


DISTRIBUTOR MAKES **35%** OF WHOLESALE PRICE

RETAIL PRICE **\$27**

ASSIGN PRICE BOOK TO: **POIRIER**

DISTRIBUTOR CAN SELL DIRECTLY TO CUSTOMERS

PRICE BOOK #2



\$12

WHOLESALE PRICE **\$10**

DISTRIBUTOR MAKES **20%** OF WHOLESALE PRICE


RETAIL PRICE **\$12**

ASSIGN PRICE BOOK TO: **SERI ANAND**


DISTRIBUTOR CAN SELL DIRECTLY TO CUSTOMERS


Besides assigning different product prices to different resellers, you can also assign commissions, set different profit margins, and discounts for your distributors and resellers. Additionally, through the Avalara AvaTax integration, you automatically calculate and collect sales taxes for your products, for any geolocation.

Let's see how the "Creative Light Bulb LLC." integrated the UCX Channel with their Shopify store to seamlessly manage their channel sales.





GO GREEN





skateboard inc





| ORDER NO. | PRODUCT | ORDER STATUS |
|-----------|--------------------------------|--------------|
| #554321 | Green Matte Reusable Bottle | DELIVERED |
| #715689 | Dark Grey Cap with white patch | PENDING |

The Creative Light Bulb LLC.

- The Creative Light Bulb LLC. (CLB LLC.) has over 100 resellers across their online sales channels. Among those resellers are Hummingbird IT and Silver Line. CLB has been working with Hummingbird IT for years and has only recently added Silver Line as a reseller.
- By integrating Shopify to their UCX Channel, CLB LLC. consolidated all their product sales to their Shopify store. Now they manage all resellers and their orders from one centralized location.
- Both Hummingbird IT and Silver Line list the products they want to sell in their online stores. With access to the virtual product stock, they sell products seamlessly with a click. Inventory, orders, and delivery are managed by CLB LLC.
- CLB LLC. creates price books and assigns them to resellers individually. They assign different retail prices for Hummingbird IT and Silver Line, depending on the relationship they have developed so far with these resellers.
- All sales are consolidated and easily managed by CLB LLC. Commission is calculated automatically for all resellers.



The UCX Channel's unique features and tools take away the complexity of channel sales management.

- **Consolidate channel sales** to your Shopify account with the **Shopify Integration**.
- **Automate tax calculation** for compliant rate changes at every address.
- **Enable direct payments** for a quick no-contact buying experience.



No More
Spreadsheets for
Inventory Management

No More
Lengthy In-person
Sales Meetings

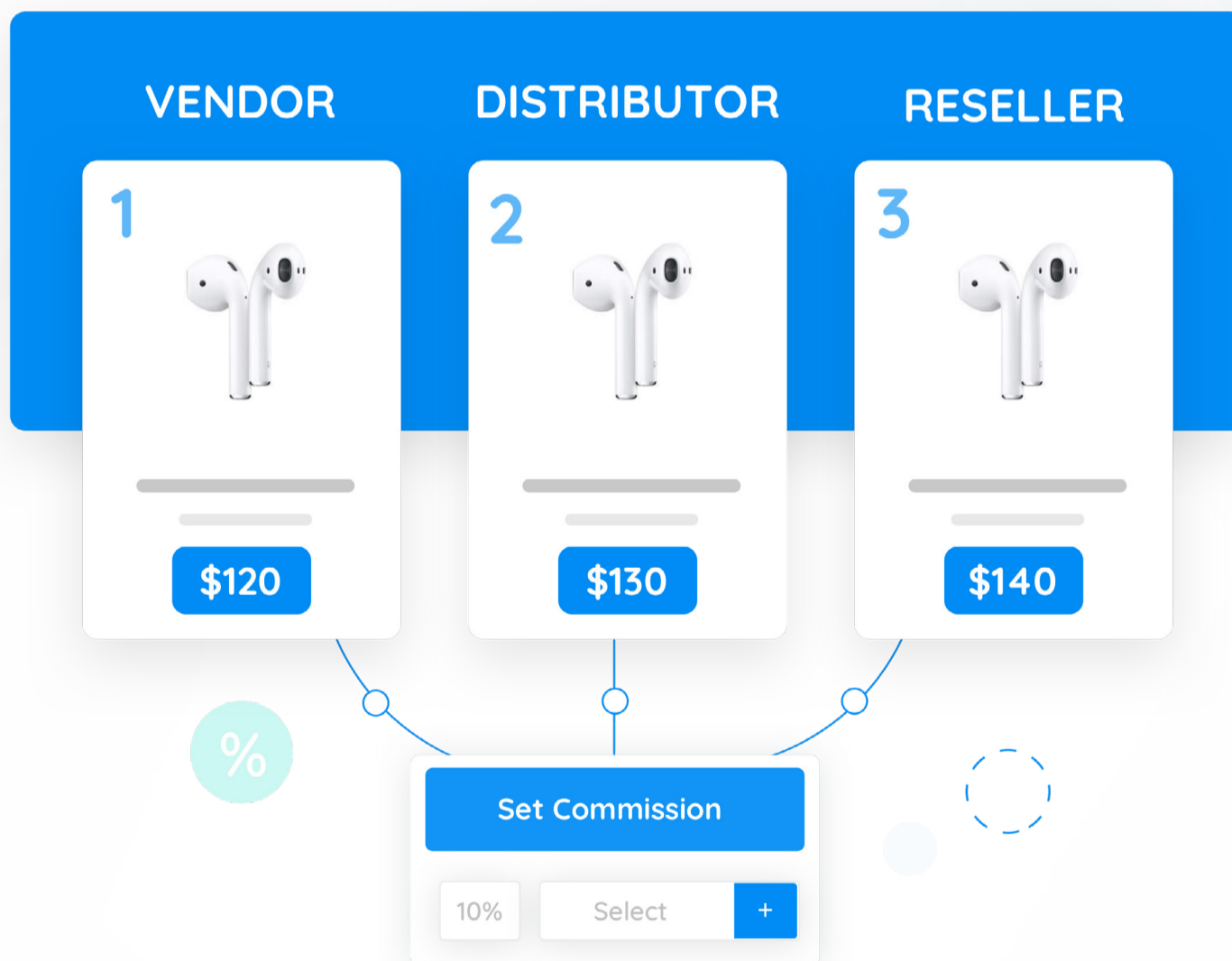
No More
Back-and-Forth Emails,
Fax, and Phone Calls

To overcome the challenges of creating an eCommerce store, we've created a unique customer journey. We tackle issues that come up with setting your eCommerce on your own, such as high cost, long timelines, technical difficulties, and more. We provide you instead with everything you need: platform, people and support.

The UCX Channel can be branded 100% to your wishes, allows you to create custom stores for your network of agents, resellers, and distributors, import all of your existing products and create new products on-demand.

Other ways in which you can benefit from the UCX Channel support services are:

- Help with recruiting qualified and credible resellers for your products.
- Marketing collateral to promote your UCX Channel.
- Creative email campaigns to engage with the right people.



No matter what industry you're in, you can get your growth in hyper mode by using the UCX Channel.

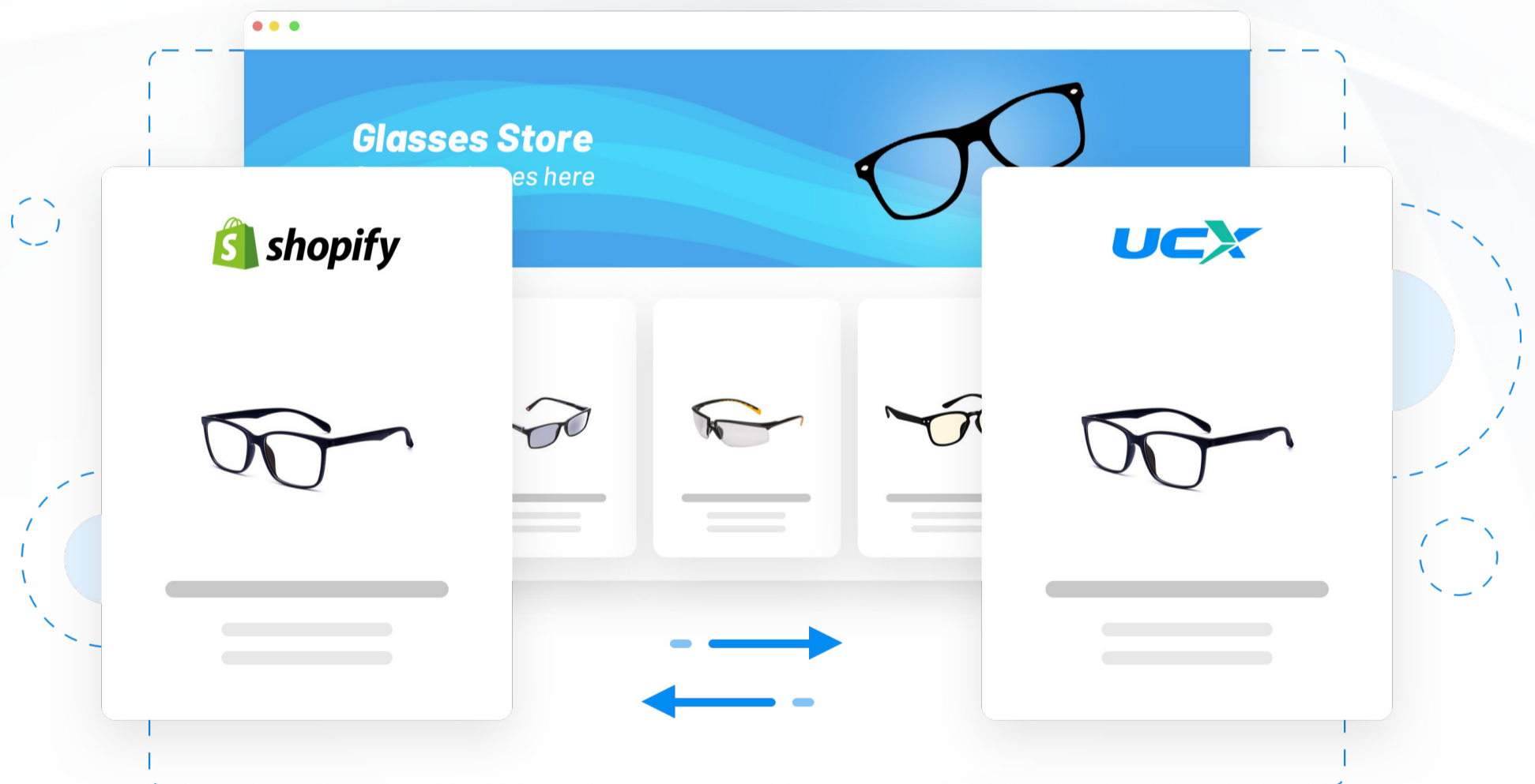
[Explore UCX Channel](#)

➤ Shopify Integration + UCX Channel = ka-ching

The Shopify Integration consolidates sales through the UCX Channel.

With the Shopify Integration you:

- **Streamline** your reseller management workflow
- **Consolidate** channel sales directly to your Shopify account
- **Capture** and collect orders from your channel and send them directly to Shopify.
- **Prevent** overselling and inventory errors.
- **Unify** order management, processing, and fulfillment.

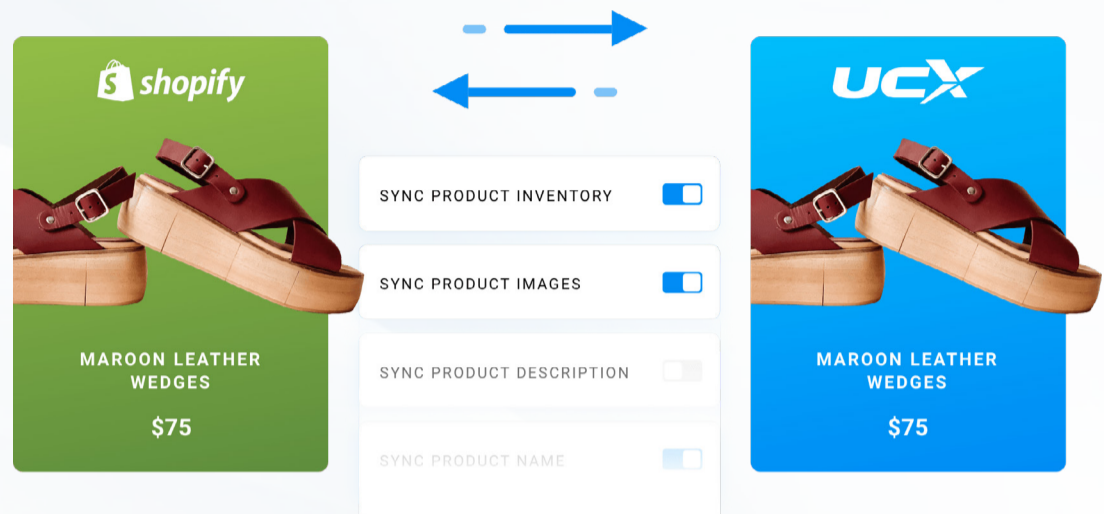


The idea behind this multi-channel ecosystem is to make it easier for you to run your eCommerce business and turn your Shopify account into a reselling command center.

➤ Speed Up Sales Through Automation

You are able to maintain accurate inventory levels and issue refunds without having your resellers go back and forth with buyers.

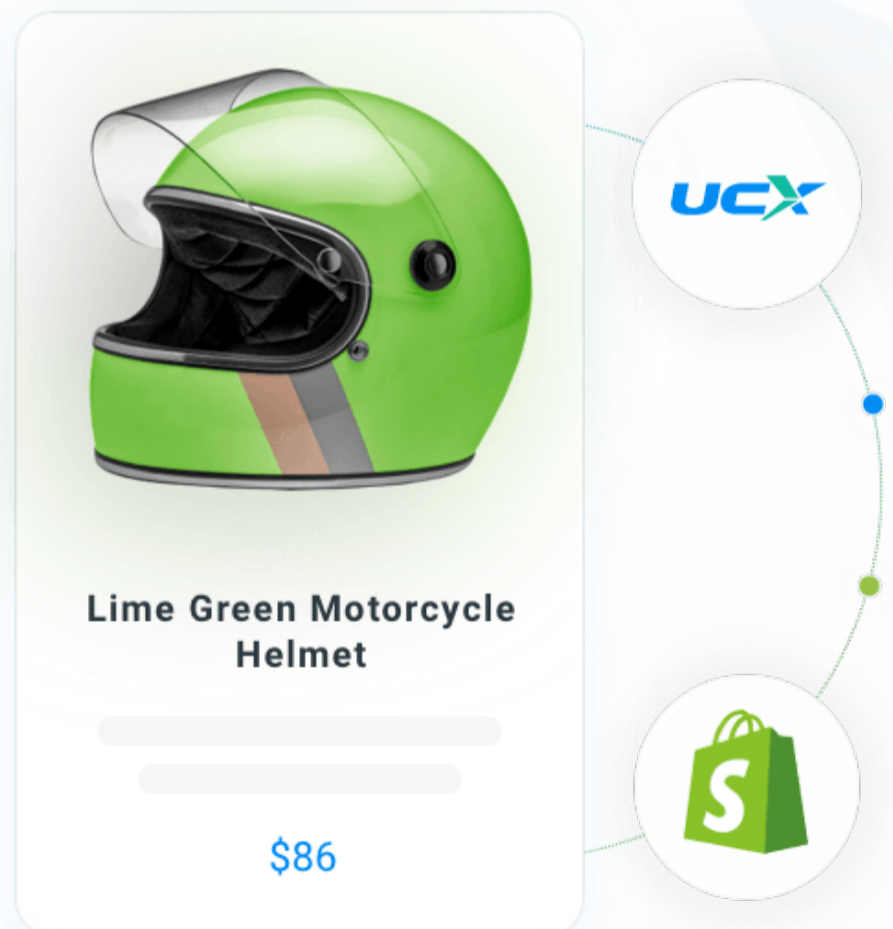
Automate ordering, fulfillment, shipping, invoicing, and more for a straightforward selling process.



➤ Power Up Your Business

Connecting your Shopify store and UCX Channel allows your resellers to quickly pull orders, reduce delivery time, and expedite the overall sales process with just a few clicks.

As soon as an order is placed on either channel it is automatically pushed to your fulfillment operations.



See the Shopify Integration in Action.

[Book a Demo](#)

➤ Quick and Streamlined Order Fulfillment

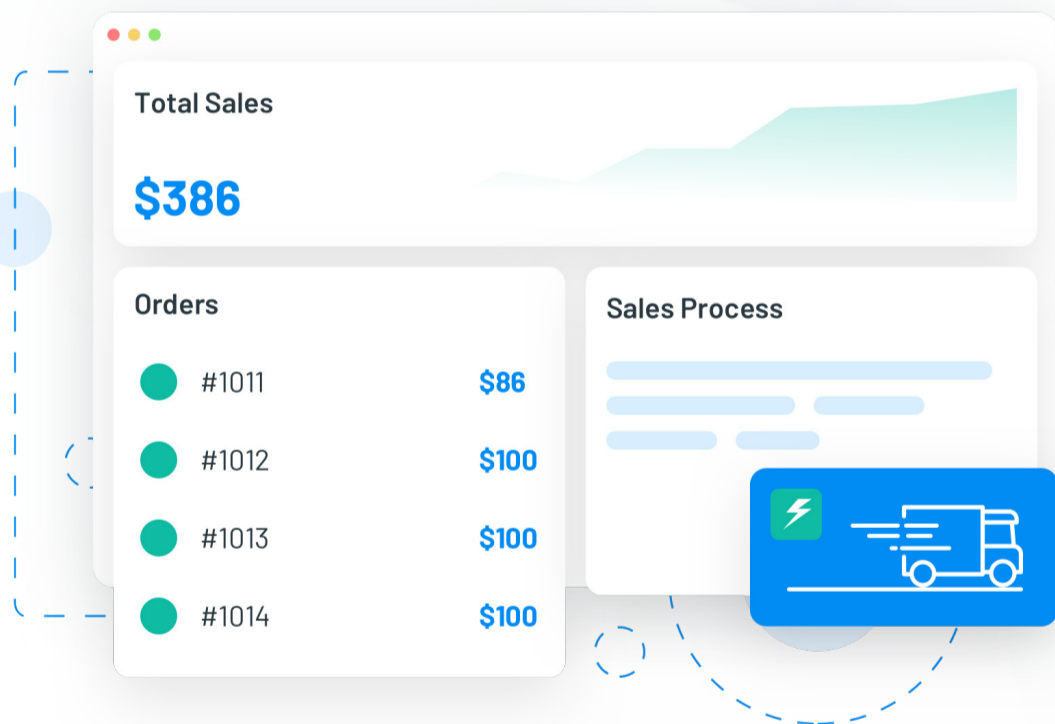
With the Shopify Integration you expedite order fulfillment by synchronizing orders and product stock across channels. You also are able to manage order fulfillment, refunds, commissions, resellers, and more for both your eCommerce platforms in one place.

- **Remove errors** caused by manual processes.
- **Save time** by automating order placement.
- Increase **customer satisfaction**.
- Make **customer service** a breeze.

➤ Order management made easy

Your customers can buy products both from your UCX Channel and Shopify.

- The order is placed in the UCX Channel or Shopify store.
- The number of available products in stock is updated and shows in all places where the product is listed for sale.
- The product order placement is registered in real-time and tracked for further processing.
- You can manage refunds, commission payments, and more through your UCX Channel.
- You can see sales performance in real-time and for individual resellers.



“Even though our resellers may be non-technical people who understand nothing about technology, with the UCX Channel they see how easy it is to buy and manage orders. Many of our resellers are excited to use the platform when they see how simple it is to use.”



Elias Shoes

➤ Integrate Shopify to your UCX Channel - The Technical Stuff

We won't get too technical. The UCX Channel itself has a simple process of integrating Shopify and synchronizing your products, orders, refunds, and inventories.

The three most important steps you need to know:

1. Create a Seller account if you don't already have one.
2. Create and activate a User for the Seller.
3. Click on the 'Add Shopify Account' & enter the API Key, Password, and the Website URL.

Add Shopify Account ×

Api Key

Password

Website Url

Cancel

“ I was impressed with the idea of selling products online. I already was selling different products for my patients, but now I am able to sell even more since I sell online through the Regenexx online store and I don't have to worry about product stock. ”



Dr. Michael Jackson (Regenexx)

➤ **Simpler Process. Wider Reach.**

Adding the Shopify Integration to your UCX Channel allows you to maximize sales, using the strongest features from both platforms.

➤ **Use Case**

1

The Creative Light Bulb (CLB LLC.) has both a Shopify Account and a UCX Channel.

2

CLB LLC. kept track of reseller sales individually, manually updating product stock changes across channels. Sales reporting was not unified.

3

Sales errors occurred often, it took a lot of time to keep track of reseller sales manually through spreadsheets, and managing refunds and commission payments was a drag.

4

By integrating Shopify to the UCX Channel CLB consolidated channel sales in one centralized location and synced products across both channels.

5

Whenever a sale is made through the UCX Channel or Shopify, it reflects on the number of products available. CLB is now able to increase customer satisfaction, speed up cross-channel sales, and manage distributors and resellers with ease.



We're already trusted by over 2500 businesses who are leveraging our platform to create new revenue streams and achieve their business goals. You could be doing the same.



No matter what industry you're in, you can get your growth in hyper mode by using the UCX Channel.

[Get in Touch](#)

“We are very happy with our UCX stores. It allows our visitors to easily connect with us and purchase the products we offer. The UCX platform has allowed me to manage the orders for all five US Cryotherapy locations, which makes my daily job a lot easier”

★★★★★
US Cryotherapy

➤ Useful Online Resources

Here are some resources we thought might come in handy:

Getting Started with the UCX Channel:

<https://ucxtech.com/channel-management/>

UCX Channel Price Books:

<https://ucxtech.com/channel-management/price-books/>

UCX Channel Commissions:

<https://ucxtech.com/channel-management/commissions/>

The Shopify Integration:

<https://ucxtech.com/integrations/shopify/>

How to Integrate Shopify to the UCX Channel, full guide:

<https://support.ucxtech.com/article/128-shopify-integration>

The Avalara AvaTax Integration:

<https://ucxtech.com/integrations/avalara/>



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