

# Experience the ultimate omnichannel marketplace management solution with Acumatica by connecting your Rithum (formerly ChannelAdvisor) instance with Acumatica.



The Fusion Rithum (formerly ChannelAdvisor) Connector for Acumatica seamlessly integrates both systems, enabling your business to utilize omnichannel sales management while centralizing product and inventory control in Acumatica. This integration also allows for the direct management of Rithum's distinctive features within Acumatica. Through mapping-driven processes, data flow stays synchronized, ensuring a streamlined and efficient operation for your business.

## Unique Selling Proposition (USP)

- ✓ **Seamless Integration:** Achieve hassle-free integration between Rithum and Acumatica for uninterrupted business operations.
- ✓ **Omnichannel Expertise:** Unlock the potential of genuine omnichannel retailing, custom-tailored for your e-commerce business, ensuring comprehensive management and control.
- ✓ **Real-time Inventory Sync:** Keep your inventory in perfect harmony across all platforms, mitigating the risks of overstocking or understocking while optimizing your sales strategy.
- ✓ **Effortless Catalog Oversight:** Effortlessly manage your product catalog, ensuring consistent and accurate product information across all channels.

## Competitor Analysis

- ✓ **Industry Demand:** E-commerce businesses require versatile solutions for operations like inventory management, order processing, and reporting.
- ✓ **Fusion's Unparalleled Position:** Fusion's Rithum Connector for Acumatica boasts a unique, competition-free stance in the market.
- ✓ **Exceptional Advantage:** This distinctiveness provides significant advantages to your business, elevating its competitiveness.



To Learn More

SCHEDULE A DEMO

PRODUCT DOCUMENTATION



# Why Rithum?

The Rithum (formerly ChannelAdvisor) Connector is crafted to serve a diverse range of e-commerce participants, spanning from small enterprises looking for improved productivity to well-established retailers striving to enhance their multi-channel approaches. It provides solutions that boost effectiveness, precision, and adaptability within the highly competitive online

## Key Features

- ✓ **Centralized Catalog Management:** Easily oversee your entire product inventory across multiple sales channels from one central platform.
- ✓ **Precise Inventory and Pricing Control:** Ensure accurate inventory management and prevent overselling by seamlessly syncing inventory and pricing data from Acumatica to Rithum.
- ✓ **Streamlined Order Management:** Simplify order processing and fulfillment by seamlessly importing and synchronizing orders from various sales channels with Acumatica. Additionally, support for order edit updates ensures smooth operations.
- ✓ **Efficient Operations Handling:** Seamlessly manage order fulfillment, maintain precise inventory levels, and optimize procurement processes - all synchronized with Acumatica for streamlined operations.
- ✓ **Comprehensive Financial Insights:** Gain valuable insights into order profitability by importing all fees charged by each channel into Acumatica. This empowers informed financial analysis and decision-making.

## Key Benefits

- ✓ **Real-Time Data Sync:** Keep Acumatica data updated instantly in Rithum.
- ✓ **Selective Data Exchange:** Define key attributes for efficient and cost-effective data transfer.
- ✓ **Smart Monitoring:** Initiate sync when necessary, by monitoring specific Acumatica fields.
- ✓ **Unified Financial Insights:** Gain a holistic view of financial data by integrating sales, charges, fees, and refunds into Acumatica.
- ✓ **Historical Data Resync:** Easily re-sync historical data changes as needed via batch mode.

For details on pricing, please refer to the submitted Pricing Rate Card.





fusion  
Rithum Connector

## Must-Have Prerequisite

### Rithum

- ✓ Configure Rithum credentials for commerce connectivity..
- ✓ Set up global Order import definitions and sales channel preferences for order data management.

### Acumatica

- ✓ Configure connector settings to link Acumatica with each Rithum company.
- ✓ Establish mappings and definitions for Product, custom columns, and Inventory to enable Acumatica-based product management.
- ✓ Implement mapping for shipment export from Acumatica, including tracking information, etc.

### Differentiators

- ✓ **Multi-Company Connectivity:** Efficiently manage orders and shipments across regions by connecting multiple Rithum companies.
- ✓ **Comprehensive Product Sync:** Seamlessly transfer various product types from Acumatica to Rithum.
- ✓ **Real-Time Inventory Management:** Prevent overstocks and stockouts with real-time inventory syncing.
- ✓ **Marketing Campaign Analytics:** Execute marketing and advertising campaigns across multiple channels and analyze results using Rithum's analytical tools.



+1 (877) 536-7486



sales@fusionrms.com



www.fusionrms.com