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Press release

Automation and scalability: e-commerce ERP plentymarkets launches app in the new European Shopify ERP program

plentymarkets, the all-in-one solution for e-commerce, is part of Shopify's European ERP program, an initiative that enables sellers across Europe to manage their e-commerce businesses more efficiently and scale faster. After debuting globally with Microsoft Business Central, Oracle NetSuite, Infor, Acumatica and Brightpearl, the Canadian e-commerce platform adds more partners to its European ERP program. The e-commerce ERP plentymarkets joins from the beginning as a Shopify partner. As part of the program, plentymarkets offers an easy to set up [app in the Shopify App Store](#) for download, starting now. Besides processing and automating all sales processes on more than 70 marketplaces worldwide, in online shops and in retail stores, brands, manufacturers and sellers can now use the plentymarkets app to sell their products even easier in their Shopify stores.

Scale Shopify stores and connect to up to 70 marketplaces with plentymarkets

The e-commerce ERP from Kassel supports over 250 successful Shopify sellers in scaling their businesses. This includes [Natsana](#), [Gobi Cashmere](#), [CRÄMER & Co](#), [mokebo](#), as well as 30° Merchandising with <https://www.stayhighshop.de/> and <https://www.alvaro-soler-shop.com/>.

Over 95 million processed purchase orders and a platform GMV of about €8.65 billion in 2021 highlight the software's performance. As a leading multi-channel solution, the software offers connections to over 50 sales channels. Connections range from global players like Amazon and Otto to regional and specialised marketplaces like bol.com and Zalando. It also includes a point-of-sale integration. In addition, plentymarkets offers an extensive set of features, such as comprehensive stock management and the efficient automation of order processing.

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“In order to best serve their customers European merchants have different requirements for commerce than in other parts of the world. With the launch of the local ERP program, we give merchants the power to manage the complexity of their business by working with trusted partners that understand their regional needs. Commerce is more than just a transaction, it's about understanding what consumers want and building a connection to them. Solutions that are tailored specifically to local market needs and allow to be more consumer-focused are the future of retail - a future that we at Shopify are already building for” says Linda Hoffmann, Senior Business Development Manager at Shopify.

“Every brand, manufacturer and seller that wants to grow a lot finds a strong partner in plentymarkets. As a middleware between over 50 marketplaces worldwide and the e-commerce platform Shopify, we can maximise the reach of our users and successfully scale their businesses. Our powerful e-commerce ERP allows you to save time and money by automating all e-commerce processes across all channels – from order creation to shipping. This reduces the complexity of everyday work and allows brands, manufacturers and sellers to completely focus on the needs of their customers. Together with Shopify, we're working on enabling the users of both of our platforms to position themselves ideally for the future of commerce,” says Bernhard Weiß, CBDO of plentymarkets & Head of Merchant Services D-A-CH.

plentymarkets app: easy data exchange with the Shopify online store

The new app replaces the Shopify connector that's been used until now to connect Shopify environments to plentymarkets systems. The app is integrated into the system core, so there are no separate updates and it's easier to maintain. By using the latest technologies, the app is also noticeably faster and offers two comprehensive assistants for integration.

The app creates a two-way data exchange and enables the automated transfer of item, stock and order data. You manage product information and availability centrally in plentymarkets and the app sends this data to your Shopify store via REST API. Order data goes directly from Shopify to plentymarkets.

The setup in Shopify only takes a few steps. After installing the app, you only have to provide the login details of your plentymarkets environment. On plentymarkets side, a user-friendly assistant helps you with the setup and offers customisation options.

You can get the app for free in the Shopify App Store. To use the app, you need active Shopify and plentymarkets accounts.

Supplementary material and sources

[More about the plentymarkets-App](#)

[plentymarkets app in the Shopify App Store](#)

[All press releases and further information material about plentymarkets](#)

About plentymarkets

On its cloud platform, the plentymarkets e-commerce ERP provides brands, manufacturers and sellers with a way to process and automate all of their sales processes on more than 50 marketplaces worldwide, in online shops and in retail stores. Either with the plentyShop cloud shop system and the app-based point of sale system plentyPOS or as middleware by connecting to leading shop systems. plentymarkets connects and controls all processes from managing item data to shipping and generating invoices – scalable, performant and secure. Thanks to a REST API interface and plugin capabilities, you can extend the platform with custom functionality and flexibly integrate it into your business model. The extensive ecosystem on plentyMarketplace supports customisation with hundreds of available services, plugins and third-party applications.

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