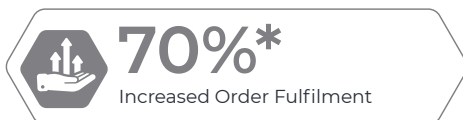# Marketplace Connector Component (MCC)

Bringing Dynamics 365 for Finance and Operations and e-commerce together
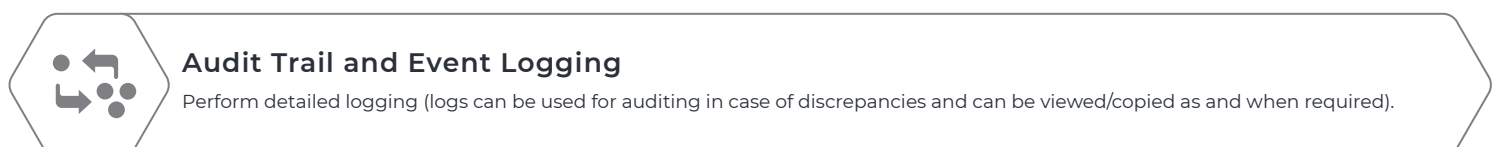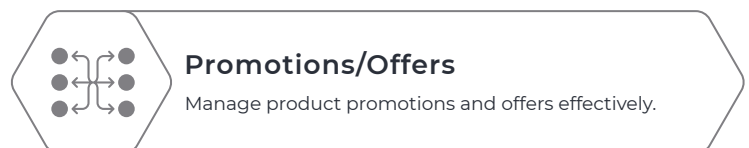
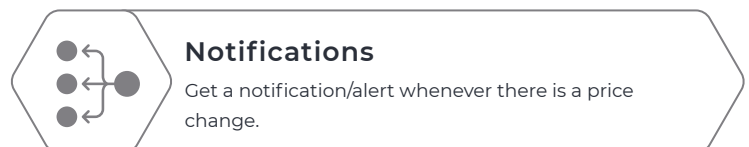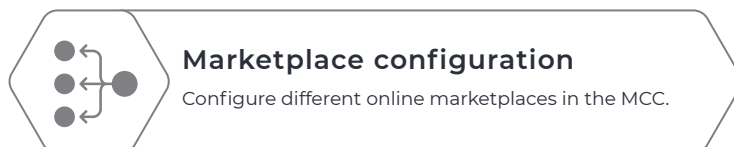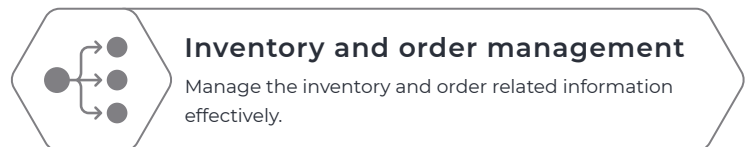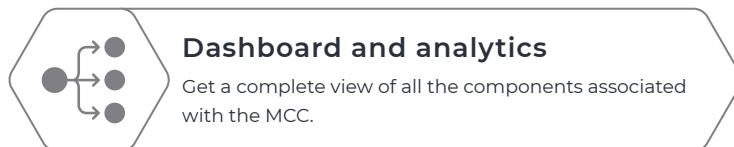MCC is a robust integration platform that streamlines communication between Microsoft Dynamics 365 for Finance and Operations and multiple online marketplaces, keeping inventory levels, orders, pricing, and transaction data accurate and up-to-date.

Developed as a cloud based stand-alone solution, MCC simplifies and accelerates an organization's ability to sell the products on online marketplaces. It is integrated seamlessly with Dynamics 365, such that it automates product listing and the order management process to remove repetitive bi-directional data entry.

Users have to perform a onetime configuration process to connect MCC with Dynamics 365, which involves setting up the required parameters in the Dynamics 365 environment. In addition to this, users have to perform a onetime configuration process to connect MCC with the desired online marketplace (e.g. Amazon, eBay, and Walmart), which involves setting up the required parameters for the respective online marketplace; users can activate / deactivate the connection between MCC and the marketplace anytime.

70%*
Increased Order Fulfilment

65%*
Reduced Human Errors

60%*
Improved Decision Making

High-level Functionalities

Dashboard and analytics
Get a complete view of all the components associated with the MCC.

Inventory and order management
Manage the inventory and order related information effectively.

Marketplace configuration
Configure different online marketplaces in the MCC.

Notifications
Get a notification/alert whenever there is a price change.

Product selection and listing
Select/manage the list of products to be displayed on the online marketplace.

Promotions/Offers
Manage product promotions and offers effectively.

Audit Trail and Event Logging
Perform detailed logging (logs can be used for auditing in case of discrepancies and can be viewed/copied as and when required).

*The numbers provided are based on Synoptek's experience while implementing the solution for clients. They may vary as per the business process.

Key Benefits

Seamless integration between Dynamics 365 and an e-commerce platform

Automated product and order data transfer

Elimination of repetitive data entry and associated human errors

Reduced operational cost and time

Single stop solution to manage product data and its synchronization with all of the online marketplaces

Streamlined product data management for different marketplaces

Easy consolidation of order information and accounting transactions

About Synoptek

Synoptek is a global systems integrator and managed IT services provider offering comprehensive IT management and consultancy services to organizations worldwide. Founded in 2001; headquartered in Irvine, CA, we have offices and resources across North America and delivery centers in Europe and India.