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The Definitive Overview of the Celigo Amazon NetSuite Integration App

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Introduction

Have you ever experienced the frustration of manually reconciling Amazon orders with NetSuite? Or, even worse, your inventory?

You're not alone.

We all have a dream of having just in time inventory to optimize cash flow, as well as real-time inventory and orders into NetSuite. Have you ever wondered how some

companies seem to be propelled towards success as if a mystical force is just “making it happen” while others just never quite seem to make it?

The truth is that there are thousands of struggling businesses that are not tracking real-time inventory, nor are they tracking real-time orders into their systems which means it can be challenging to manage inventory and cash flow.

But how can you get the results you want to get?

All you need to get real-time orders and inventory is to get your NetSuite environment integrated with their Amazon Seller Central portal using Celigo’s Integration App. Below we’ll show you how the Celigo Amazon NetSuite Integration App can help your business and get you the results you deserve.

What is Amazon Seller Central (and Why Does it Matter)?

Amazon Seller Central is a web-based portal used mainly by a Seller (or store owner on Amazon) as an eCommerce platform for companies who want to manage their own stores on this platform and have the opportunity to use the Amazon Marketplace. This service is offered against a monthly fee for the usage and other fees at the transaction level.

As a Seller using the Amazon Marketplace, you will have two options to manage fulfillment and logistics:

- **Fulfillment by Merchant (FBM):** Here, the Seller manages the shipping, customer service, and returns for each individual order. The product will be shipped out of the Seller’s warehouse.
- **Fulfillment by Amazon (FBA):** Here the Seller will have the option to allow Amazon to handle the fulfillment of the orders, through inventory sent to Amazon warehouses.
 - **Sales Channels**
 - **Amazon Seller Central:** Here, FBA orders are made by buyers on the Amazon Marketplace.
 - **Multi-Channel Fulfillment:** Here, orders are placed on third-party websites not connected to Amazon (for example, Shopify).

Integration with Amazon is the process of implementing one or multiple flows to extract relevant data from a company’s own system and send or receive it to/from

your Amazon account/store (orders, product & pricing information, inventory data, etc.).

With Celigo's NetSuite Amazon Integration App it is possible to seamlessly automate the Amazon NetSuite integration. The integration with Amazon is very important and crucial for your company's successful online commerce.

The process of integration does not happen all at once. It is a continuous process of keeping the synchronization as close to real-time as possible.

To be able to keep up with your competition and have the most optimized cash flow and inventory management, having an ongoing integration is critical.

You can read about our post on integrating NetSuite and Amazon pricing [here](#).

The History of Amazon - NetSuite Integration App

Celigo is a company launched in 2006 and was coined using the words Central and Ligo (to tie or bind in Latin) in their quest to develop a cloud-based platform for integrating (tying) applications together.

Since then, from a small team, they have grown incredibly fast and have created Integration Applications (dedicated integration templates) that use their platform Integrator.io to easily integrate NetSuite and Amazon.

Now, Celigo has a whole host of Integration Apps that can be accessed (bought) on their Integration Marketplace. Amongst those available, the Amazon - NetSuite Integration App.

With the Celigo Amazon - NetSuite Integration App, you can combine the selling power of Amazon Seller Central with NetSuite. The Amazon - NetSuite Integration App enables seamless exchange of data between systems for your product, order, & settlement-related data. It automatically keeps data of both systems in sync and minimizes duplicate data entry.

The 8 Amazon - NetSuite Integration App Flows

Celigo's Amazon - NetSuite Integration App provides flows that come out of the box. When data in one of the systems is updated, depending on the direction of the flow, the corresponding records in the target system are updated.

Orders imported to NetSuite (FBA/MFN)

Orders placed on Amazon Seller Central are automatically imported into your NetSuite account. With the frequency selected, the Integration App verifies for a newly generated Order Report. If a new order report is found, the order information is imported into NetSuite.

To import orders, there are actually 4 flows in play:

- Amazon (MFN) Order to NetSuite Order Add
- Amazon (MFN) Customer to NetSuite Customer Add
- Amazon (FBA) Order to NetSuite Order Add
- Amazon (FBA) Customer to NetSuite Customer Add

Fulfillments Exported to Seller Central (MFN)

Sales Orders in NetSuite are checked to see if a Fulfillment has been created. If a Fulfillment has been created in NetSuite, the Integration App looks up the items and time fulfilled, the shipping item used, and the tracking number(s) assigned and send that data to Amazon Seller Central.

The flow is as follows:

- NetSuite Fulfillment to Amazon Shipment Add

In other words, this is useful for Merchant Fulfilled Network orders where you are fulfilling the orders in NetSuite.

A use case where this may be appropriate is when a sale is made on the Amazon Seller Central platform, the order is then synced into NetSuite as a Sales Order, then your warehouse creates the Fulfillment of the items in NetSuite and sends the goods to the customer.

Items Exported to Amazon Seller Central

Inventory items in NetSuite that are designated as Amazon items are periodically sent to Amazon Seller Central to keep your catalogue synchronized. Items that have been modified or created in NetSuite are either updated or created in Amazon Seller Central.

You can also sync the Amazon ASIN that is then subsequently created by Amazon to NetSuite.

The flow is as follows:

- NetSuite Item to Amazon Product Add/Update
- Amazon Product ASIN to NetSuite Item Add

In this case, NetSuite is referred to as the system of record and thus the item master. All items must be created in NetSuite and then will be pushed to Amazon. The ASIN will then be synced back from Amazon to NetSuite.

Prices Exported to Seller Central

Prices are kept up to date using the NetSuite price level corresponding with the one selected in the Integration App. Prices are pushed from NetSuite to Amazon Seller Central.

The flow is as follows:

- NetSuite Item Price to Amazon Product Price Add/Update

You can read more about how to set it up by reading **The Ultimate Guide to Syncing NetSuite Pricing with Amazon Marketplace Listings**.

Inventory Exported to Seller Central.

Inventory is kept up to date using the NetSuite inventory level as the reference. Inventory is pushed from NetSuite to Amazon Seller Central.

Now, this is what comes out of the box with the Amazon – NetSuite Integration App. It is possible to purchase an add on called FBA Inventory Adjustments that manages your sellable and damaged inventory items. That add on will help you track your inventory levels in NetSuite and minimize the chances of you underselling or overselling on Amazon.

This would also be possible to fully customize with the Integrator.io platform but would not be recommended with the add on available.

The flow for exporting Inventory from NetSuite to Amazon Seller Central is as follows:

- NetSuite Inventory to Amazon Inventory Add/Update
- NetSuite Kit Inventory to Amazon Inventory Add/Update

NetSuite Billing Sales Orders

If you have chosen to sync Orders as Sales Orders, you can use this flow to create an Invoice or Cash Sale when the status of a Sales Order is either Pending Fulfillment or Pending Billing.

The flow is as follows:

- NetSuite Order to NetSuite Invoice Add
- NetSuite Order to NetSuite CashSale Add

Amazon Settlement Report to NetSuite

This sync is amongst the most important ones to be able to reconcile what you have in Amazon versus what you have in NetSuite. It syncs your settlement reports, payments, refunds, and creates Journal Entries in NetSuite corresponding to the payment and fees paid.

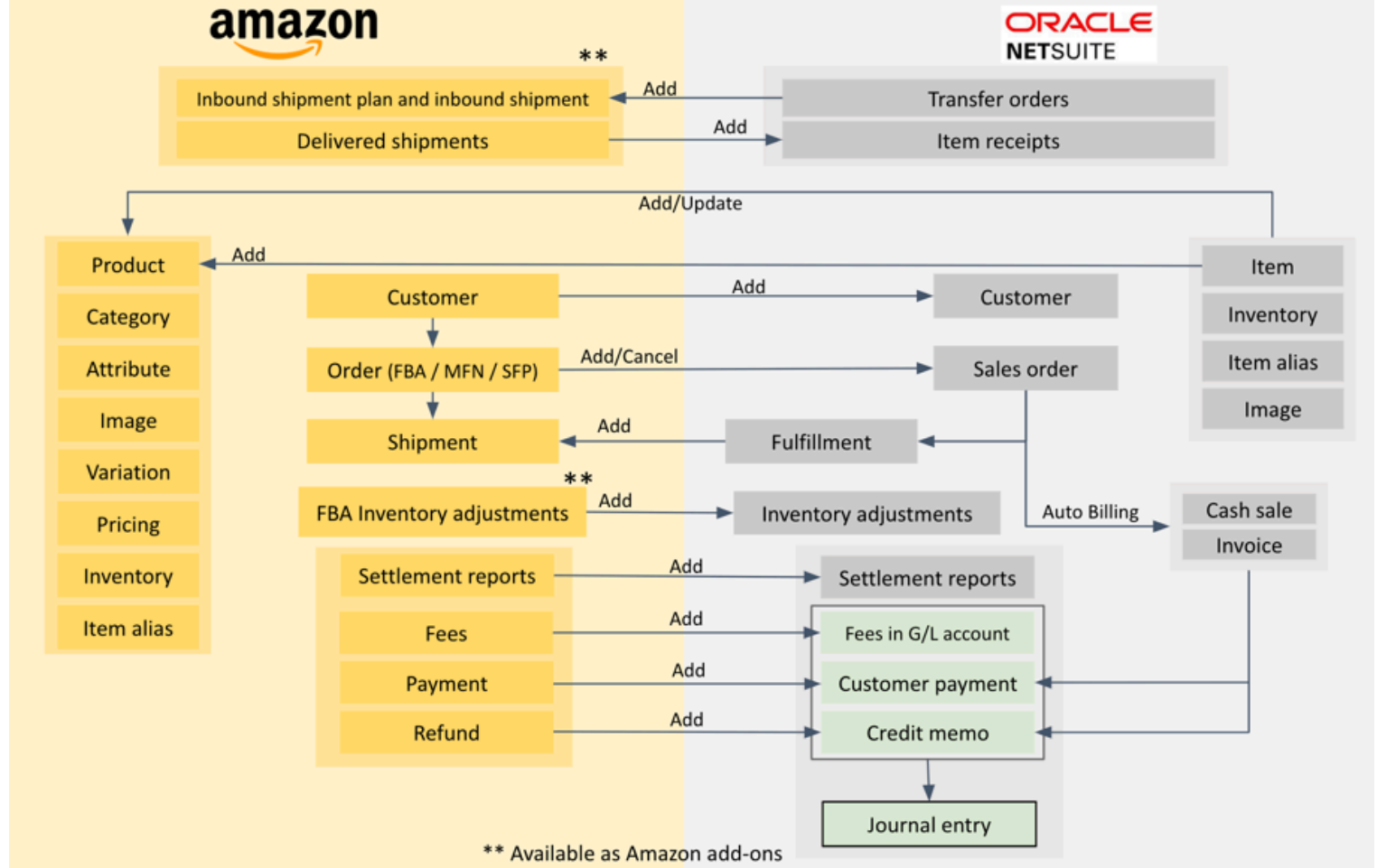
The flows are as follow:

- Request Amazon Settlement Report List
- Amazon Settlement Report to NetSuite Custom Settlement Records
- NetSuite Settlement Transaction to NetSuite Payment Add
- NetSuite Settlement Transaction to NetSuite Refund Add
- NetSuite Settlement Summary Report Update
- NetSuite Settlement Summary Record to NetSuite Journal Entry

As you can see, there are multiple flows involved in syncing the Settlement report. Imagine doing that manually and for multiple Marketplaces!

Visualizing the Celigo Amazon – NetSuite Data Flow

In order to visualize the flows of data, here is a diagram provided by Celigo.



Add Ons

Some of the add ons available for the Celigo Amazon - NetSuite Integration App are seen in the picture above.

They are:

- Transfer Order - Inbound Shipments
- FBA Inventory Adjustments

They are add ons to be purchased even if you have purchased the Premium version of the Celigo Amazon - NetSuite Integration App.

The Pros and Cons of the Celigo NetSuite Amazon Integration App

PRO: Pre-built Flows

Generally speaking the Celigo Amazon - NetSuite Integration App really cuts out a large amount of work versus doing a custom integration, even with Integrator.io.

Not having to map out every field to create an integration flow saves enormous amounts of time on the implementation front.

In fact, we can get you up and running in less than 5 business days for an out of the box (one Marketplace) implementation of the Amazon - NetSuite Integration App.

PRO: EASY MONITORING

It is easy to use the Integrator.io platform to monitor your integration jobs through the built-in dashboard. Errors can easily be resolved from within the dashboard and data flows can even be tweaked using the advanced settings options.

PRO: CUSTOMIZATION

Another pro is how easy it is to add custom fields to the mapping in the Amazon - NetSuite Integration App. Field mappings (between the source and target apps) can be easily modified. You can also schedule flows quite easily to run at specific intervals and each flow can have its own mapping and schedule (even the same flow but for different marketplaces).

CON: Slightly US Centric

The Celigo Amazon - NetSuite Integration App seems to work quite well out of the box for Amazon.com Seller Central but requires some tweaking to have other Marketplaces performing as well. Nothing major, but something to consider as the implementation time may be slightly longer.

3 Tips and Reminders for the Celigo Amazon - NetSuite Integration App

- The Integration App is offered in 3 tiers. You can see on Celigo's [webpage](#) what is included in each.
- As of this writing, the supported domains are: US, CA, MX, UK, FR, IT, ES, DE, JP, CN, AU.
- You must enable developer access for Celigo in Amazon Seller Central.

Resources for Celigo Amazon - NetSuite Integration App

Some further resources for the Integration App are:

- **The Ultimate Guide to Syncing NetSuite Pricing with Amazon Marketplace Listings**
- **Celigo's Website**

- [Celigo's Amazon - NetSuite Connector Data Flow Overview](#)

Conclusion

Maybe you've been on the fence about integration Amazon and NetSuite but haven't had the understanding you've needed to finally go forward with it. I think you should give it a try. Imagine having real-time order and inventory data. Imagine being able to do accurate demand planning using NetSuite. Imagine having those integrations run while you sleep. Imagine waking up and seeing your dashboard with live, real-time data on the health of your business.

We can help you achieve that with Celigo's Amazon - NetSuite Integration App and our industry expertise.

Have you been doing manual reconciliation between Amazon and NetSuite? What do you think about integrating them?