WebConnector

The store interface for Microsoft Dynamics 365 Business Central

web connector
for Dynamics 365 Business Central

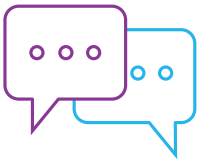
The solution

The WebConnector enables many popular web store systems to connect to Microsoft Dynamics 365 Business Central. In addition to providing web services to actively communicate your own webshops or portal solutions with Business Central, WebConnector also has an active component to synchronize item information, customer orders and delivery status. The solution can be used for both online and on-premises environments and has already been proven in a large number of projects since 2004.

Simple standard connection

For example, quickly and easily connect your new webshop to Business Central. Use the standard messages to periodically synchronize items with price and availability to the webshop, retrieve the customer orders and send a status update upon delivery.

Real-time communication

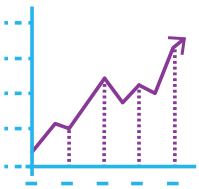


Use the many other options to access customer data, customer-specific prices, current stock levels, availabilities, open documents/backlogs, the histories, as well as item information from Microsoft Dynamics 365 Business Central in real time from the web store.

Convenient order creation

Decide for the direct document creation for offer / orders or the processing via the „incoming sales documents“. Hereby customers can be assigned automatically or new customers can be generated, orders can be generated at the transferred conditions or with the current standard conditions and with the discounts, shipping costs, voucher amounts can be taken into account.

Performance and scalability



Connect one or more webshops to your Business Central and process 50 or 5,000 orders per day (further scaling on request).

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The WebConnector | Compatibility with webshops

Whether B2C or B2B online store - the WebConnector supports many common store systems and fits into the respective IT environment. Whereas B2C stores focus on current sales prices, availability and article master
While B2C shops focus on current sales prices, availabilities and article master data, B2B shops require much more information from the ERP system, such as individual price calculation, stocks and availabilities in real time, delivery addresses, receipts, invoices, backorders and much more.

Active synchronization from Business Central

The WebConnector includes the possibility to perform an active synchronization for selected webshops.
This allows orders and item data to be synchronized with Business Central and processed automatically in incoming document structures.

Your advantages with the WebConnector

- Webshop integration possible through passive SOAP API and active store connection
- High performance
- Integrated pricing logic
- Inventory, individual price queries, availabilities, etc. in real time
- Retrieve customer histories
- Read, change, create articles, contacts, debtors, creditors and delivery addresses
- Direct creation of quotations and orders
- Multi-client, multi-currency, multi-language capability

Range of functions

- Platform-independent on the store application side, compatible with various store systems
- Secure online access to Microsoft Dynamics 365 Business Central business logic
- Web services and objects are used to connect to Business Central
- Easy to integrate into existing or new store systems
- Extensively integrated B2B and B2C processes
- High scalability
- Highly automated
- Flexible for individual extensions

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