ChannelAdvisor Application



ChannelAdvisor is cloud-based eCommerce software that connects retailers and manufacturers to multiple online sales channels, including Amazon, Google, eBay, and more. The ChannelAdvisor application syncs your eCommerce products, orders, and customers with any number of third-party marketplaces to optimize sell-through and customer reach. For more details about ChannelAdvisor, refer to their user guides and API documentation.

Application Features

It's important to understand that Kibo is the system of record for products and inventory, which flow from Kibo to ChannelAdvisor. Meanwhile, ChannelAdvisor aggregates orders from your marketplace and passes them to Kibo for fulfillment. Shipment updates made in Kibo will send details like the tracking number and carrier to ChannelAdvisor, which then relays it to the associated marketplace to share with the customer.

The application maintains these connections with the following features.

- Map sites on your tenant to one or many ChannelAdvisor marketplaces.
- Automatically send the following data to ChannelAdvisor whenever changes are made in Kibo:
 - Product creates, updates, or deletes
 - Inventory changes
 - Order status changes
- Schedule regular order imports from ChannelAdvisor to ensure timely fulfillment.

Install the App

For assistance installing the application, please reach out to your SI partner or Kibo's professional services and enablement team.

Configuration Requirements

Before you use the application, ensure you have the following requirements:

- The ChannelAdvisor Application must be installed on your tenant.
- You must have a ChannelAdvisor developer account.

Configure the Application

Once the application is installed, you will need to configure the mappings and sync process between ChannelAdvisor and Kibo. You can set up different configurations for specific sites on the same tenant if needed.

- 1. In Admin, go to **System > Customization > Applications**.
- 2. Click the **ChannelAdvisorOmsConnector** app.
- 3. Click **Configure Application** in the top right. This will open a modal displaying a list of existing site configurations, if any.
- 4. Click Create a new Site Configuration.
- 5. Ensure the **Kibo Tenant** field is prepopulated with the current tenant ID.
- 6. Enter a Kibo Site ID for site-specific settings, or enter "All" if you want to use the same configurations across all sites on your tenant. If you choose All, you will still be able to map specific ChannelAdvisor channels to specific Kibo sites.

Edit Site Configuration

Kibo Tenant:	
47211	
Kibo Site:	
All	
+ Channel Advisor Settings	•

- 7. Expand the **Channel Advisor Settings** tab.
- 8. Enter your **Channel Advisor Refresh Token**. You typically generate this within the developer console according to ChannelAdvisor's documentation.
- Enter the Kibo Catalog Site Id that you want to use as the source for the product catalog. This is required for syncing products and their associated pricing from Kibo to ChannelAdvisor.
- 10. In the table below, use the dropdown menus to map each ChannelAdvisor Channel to their

corresponding **Kibo Site** and **Distribution Center**. These mappings dictate inventory sources/destinations and order routing. Use meaningful Kibo Site names that help you identify their purpose, such as those that align with the channel or fulfillment center.

- For example, you may map the Kibo site "Amazon Fulfillment" to the ChannelAdvisor channel "Amazon Seller Central" and the ChannelAdvisor distribution center "Primary DC." The inventory sync respects these mappings, meaning that inventory updates on Amazon Fulfillment will update that DC linked to the Amazon Seller Central channel.
- After making a row of selections, click the **plus** button on the right to add it to the table.
 Remove existing mappings with the trash button if needed.

Channel Advisor Settings Channel Advisor Refresh Token: Kibo Catalog Site Id: 12							
Channel	Kibo Site	Distribution Center					
Select Channel 🗸	Select Site	Select Distribution Center	+				
Amazon Seller Central - US	Amazon	Amazon FBA US Kibocommerce	Î				
Instagram US	Instagram	Amazon FBA US Kibocommerce	Î				

- 11. In the **Workflows** section, check the boxes to enable the order, product, and inventory synchronizations that you want automatically performed. Kibo recommends using all of these, but you can also initiate syncs manually if needed.
 - Orders created in ChannelAdvisor will be automatically synced into Kibo after a few minutes if the sync job is enabled. The order's External ID displayed in Kibo will match its ChannelAdvisor ID.

Name	Version	Enabled	Schedule	
channelAdvisorOrderSyncJob	1.0			
channelAdvisorOrderSync	1.0		N/A	
channelAdvisorInstaller	1.0		N/A	
channelAdvisorProductStartSyncJob	1.0			
channelAdvisorInventorySync	1.0			

Workflows:

- 12. To **Schedule** a sync, enter its desired frequency using standard cron syntax (such as 0 */15 * * * * to run every 15 minutes). Leave blank if you only plan to run that sync manually.
- 13. In the Shipping Methods section, click **Add Shipping Method**.
- 14. Map a ChannelAdvisor **Shipping Class** to its corresponding Kibo Shipping Method Code and repeat for all necessary shipping methods. This is required if you plan to fulfill orders with Kibo. Remove any mappings with the trash button if needed.

Shipping Methods:

CA Shipping Class	Kibo Shipping Method Code	
Standard	Standard	
Two Day Shipping	Two Day Shipping	
Add Shipping Method		

15. Click Save Changes.

Once created, you can edit these site configurations again by clicking **Edit/View** from the initial site configurations page.

Configure Product Attribute

In order to sync a product, you must create a ChannelAdvisor Label product attribute for it. When product data syncs from Kibo to ChannelAdvisor, the value assigned to this attribute is used to populate the "Label" field within ChannelAdvisor. These labels act as tags that help you categorize products and control which are listed on specific marketplaces.

By assigning a value like "Amazon-Marketplace-US" to this attribute in Kibo, ChannelAdvisor will tag that product with the "Amazon-Marketplace-US" label, which can then be used in ChannelAdvisor rules or templates to push that product to your Amazon storefront.

Attribut	te Label *		
Chan	nelAdvisorLab	el	
Admini	stration Name *		
Chanı	nel Advisor La	bel	
Attribut	te Code		
chanr	neladvisorlabe	I	
Input T			
List	, pe		
LIOU			
Data Ty	/pe *		
Text			
Attribu	ite Type *		
🗆 Op	otion		
🗹 Pr	operty		
Ex	tra		
	apping Attribu	te	
	noose Mappin	g Attribute	
Values			
Add V	alue or Label:	Value	Insert at bottom
	-		
	Pos	Label	Value
	1	Amazon Marketplace US	Amazon-Marketplace-US
	2	Facebook	Facebook
	3	Ebay	Ebay

Follow the instructions in the Property Attributes documentation to set the channeladvisorlabel attribute with appropriate values for the channel labels you want to use on products.

Product Synchronization

Your product catalog originates in Kibo and is synchronized with the below file upload process. The connector application ensures this data is accurately reflected in ChannelAdvisor, as long as the label attribute has a value assigned on the product.

- Export from Kibo: Scheduled jobs (channelAdvisorProductStartSyncJob and channelAdvisorProductFinishSyncJob) trigger a product export from Kibo, referencing the Catalog Site ID specified in the configuration for product and pricing data.
- 2. **Process and Format**: The connector retrieves the exported Kibo product data, filters by products with a value for the channeladvisorlabel attribute, maps fields (including label values) to ChannelAdvisor's template, and generates a CSV.
- 3. **Upload to ChannelAdvisor:** The connector uploads the CSV to ChannelAdvisor for processing. ChannelAdvisor uses the label information in the file to tag the products

accordingly.

The initial export syncs all designated products upon application installation. Subsequent syncs are typically incremental updates. For very large catalogs, discuss FTP options with ChannelAdvisor Support if needed.

Inventory Synchronization

Inventory levels originate in Kibo and are synchronized with scheduled file uploads and real-time API updates. For a file upload:

- 1. The inventorySync workflow exports inventory from mapped Kibo Sites, such as Amazon Fulfillment.
- 2. These exports are configured to output to an S3 bucket.
- 3. The connector processes data, associates quantities with the correct ChannelAdvisor distribution center based on your mappings, and uploads the file.

For real-time API updates:

- 1. The inventorySync workflow listens for Kibo inventory events (such as InStock and OutofStock) on your Kibo Sites.
- Upon receiving an event, it fetches the current inventory level for the specific product from Kibo and makes an API call to update the quantity in the site's mapped ChannelAdvisor distribution center.

Order Synchronization

The following example shows how orders are synchronized and fulfilled.

- 1. Order Placed: The customer places an order on Amazon.
- 2. **Order in ChannelAdvisor**: ChannelAdvisor imports the order from the "Amazon Seller Central" channel.
- 3. Connector Polls: The channelAdvisorOrderSync job finds the new Ready order.
- 4. **Connector Retrieves and Maps:** The connector retrieves order details and uses mapping configurations to determine the destination Kibo Site ("Amazon Fulfillment").
- 5. Order Created in Kibo: An order is created in the Amazon Fulfillment site on Kibo.
- 6. Order Acknowledged: ChannelAdvisor marks the order as "Exported."
- 7. **Fulfillment in Kibo**: The order appears in Kibo's Order Admin UI under the Amazon Fulfillment site for processing.

- 8. **Shipment Update**: Shipping updates in Kibo (such as moving into the Fulfilled shipment status) trigger the connector to send shipping details to ChannelAdvisor, which creates corresponding shipment records and then relays it to Amazon.
 - Cancellations and returns flow bidirectionally between Kibo and ChannelAdvisor to keep order statuses synchronized. These will require additional webhook configuration to enable the "cancelled finalized" and "refund finalized" events.

The channelAdvisorOrderSync job listens for these events originating in either Kibo or ChannelAdvisor and will perform the corresponding action in the other platform to synchronize order records.

Manual Sync and Monitoring

If you are not automatically syncing products or orders from ChannelAdvisor or if you want to sync data in between scheduled imports, you can force a sync from the application configurations:

- 1. In the application configuration modal, click the site configuration.
- 2. In the **Workflows** section, click the play button to the right of the appropriate sync job.



Schedule

3. Click **Run** in the pop-up that appears to confirm the action.

To check the progress of a sync, click the history button to the left of the play button shown above. This will display a log of all events with their status (Success or Failure).

< Return					
Filter by Status					
All 🗸					Next Page→ C
Data	Workflow Nama	Event	Entity	Status	Actions
Date	worknow Name	Event	Enuty	Status	Actions
1/8/2025, 12:38:07 PM	channelAdvisorOrderSyncJob	cron.channelAdvisorOrderSyncJob.1.0	472111	SUCCESS	Replay View Details
1/8/2025, 12:37:02 PM	channelAdvisorOrderSyncJob	cron.channelAdvisorOrderSyncJob.1.0	472111	SUCCESS	Replay View Details
1/8/2025, 12:34:27 PM	channel Advisor Order Sync Job	cron.channelAdvisorOrderSyncJob.1.0	472111	SUCCESS	Replay View Details

If you encounter a system outage or an error with the initial export, you might need to repeat the export process. Be sure to check the error log and resolve any issues before re-exporting data.

View Product Inventory in ChannelAdvisor

After a sync, the current inventory of the product will be updated in the ChannelAdvisor products table. Note that any configurable parent products won't display inventory or pricing, as those values are tracked on their child variants instead.

Pro	duct	Catalog	A	Variations E	Bundles Archived									
T A	dvanced F	ilter OFF▼ Ed	it 🔲	Custom Columns Of	FF* Edit Reset *									
	Flag	Blocked	Listing Status	SKU	Title		Туре	Qty Total	Qty Total Avail	DC Quantity Amazon FBA US ibocommerc	Qty Pending Payment	Qty Pending Shipment	Buy Now Price	
	All 👻	Select 🛩		Starts With 🗸	Starts With	~	All 👻	From	From	From	From	From	From	A
				Search	Search			To	To	To	To	To	To	
				Shirt			Parent	C						
				Jeans			Parent					0		
				Glass Bottle-1			Standard	175	175	i 0	0	0		
				Glass Bottle-2			Standard	199	199	0	0	0		
				Glass Bottle-3			Standard	170	170	0 0	0	0		
		PixelPro			Standard	200	200	0 0	0	0				
				CP 01			Parent					0		
				FocusEdge	FocusEdge Compact Camera		Standard	0	0	0 0	0	0	\$250.0	ю
				Grill	Grill		Standard	0	0	0 0	0	0	\$99.0	0
				Piano	Piano		Standard	0	0	0 0	0	0	\$105.0	0
				Shirt-1	Shirt		Child	0	C	0 0	0	0	\$198.0	ю
				Shirt-10	Shirt		Child	0	C	0 0	0	0	\$190.0	ю

Enable the App

Complete the following steps to enable the ChannelAdvisor application:

- 1. In Admin, go to **System** > **Customization** > **Applications**.
- 2. Click the ChannelAdvisorOmsConnector app.
- 3. Toggle on **Enable App** in the top right.

You can now sell your products on third-party marketplaces through ChannelAdvisor.