

New VL OMNI and inRiver Partnership Launches VL OMNI inRiver Shopify Plus Connector

Through VL OMNI's data integration connector, Shopify Plus customers can move enriched product data seamlessly from the PIM, inRiver Product Marketing Cloud.

CHICAGO, IL, UNITED STATES, January 8, 2018 /EINPresswire.com/ -- inRiver, the leading provider of multi-tenant SaaS-based product information management, and [VL OMNI](#), an agile point to multi-channel data integration service provider, have joined forces to provide agile and scalable data integration services to B2B and B2C customers.

The first project under partnership was the development of the [VL OMNI inRiver Shopify Plus Connector](#), which enables product integration between Shopify Plus® and inRiver Product Marketing Cloud. Developed by VL OMNI in response to a customer need, the Connector enables multi-store support for product, category, and product image imports to Shopify Plus and utilizes the VL OMNI Customer Dashboard to track transactions and sales activity. Unique to all VL OMNI connectors, business-specific rules are applied directly to the data movement and transformation for true, 100% data integration with

no need to manipulate data in target applications. In addition, businesses can take advantage of the Connector's agile scalability, to easily onboard new channels and solution providers, as needed.

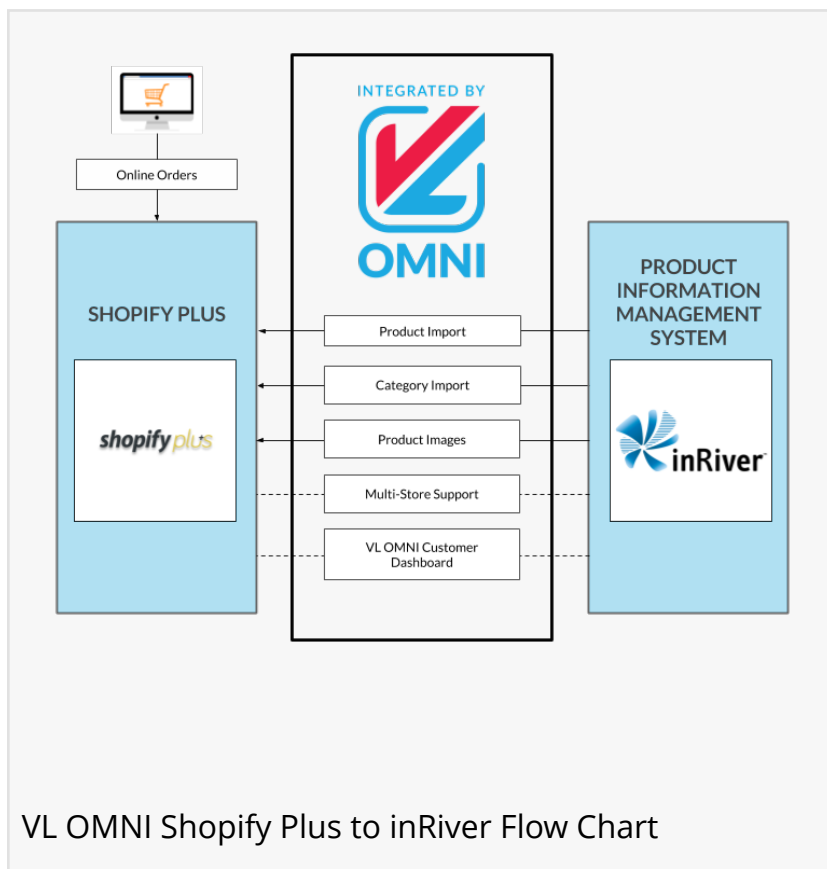
“

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*Joe Golemba, Vice President,
Services, North America at
inRiver*

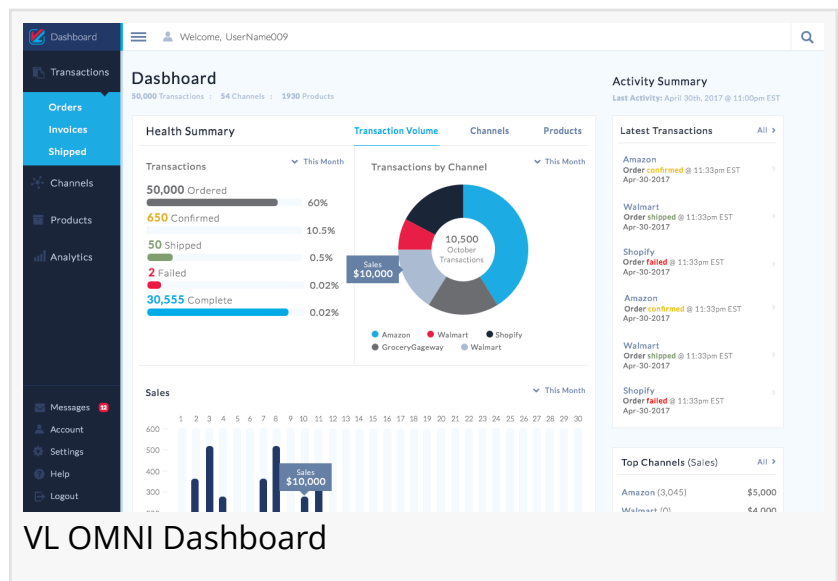
“We are extremely excited to announce our strategic partnership with inRiver and the release of our integration connector built for Shopify Plus,” stated Wayne Thompson, VL OMNI's Head of Strategic Partnerships. “By deploying inRiver Product Marketing Cloud within our VL OMNI integration ecosystem, Shopify Plus customers can now leverage a central set of enriched product

information—integrated to all of their channels, ERP systems, and electronic data feeds to trading partners.”



More than 200 businesses trust VL OMNI to move data seamlessly through their infrastructure as they grow, expand, and accelerate their businesses. VL provides a team of dedicated integration experts, programmers, EDI specialists, and marketing professionals who are well-versed in both B2B and B2C companies across retail, grocery, manufacturing, and automotive.

“Similar to [inRiver's approach](#) to our customers' business needs, VL OMNI looks at each business' data integration needs as unique,” said Joe Golemba, Vice President, Services, North America at inRiver. “Not only does the flexibility of inRiver Product Marketing Cloud complement the scalable and flexible approach of VL OMNI, but also both solutions prioritize automation and usability to ensure completeness and accuracy of product information.”



About VL OMNI

VL OMNI is your trusted integration platform for real-time accurate customer order data, shipment details, inventory, and prices. VL OMNI is an agile point to multi-channel data integration platform. With over 20 years of experience in the data integration industry, VL is a team of dedicated integration experts, programmers, EDI specialists, marketing professionals, and much more. Visit us at www.virtuallogistics.ca

About inRiver

Founded in 2007, inRiver AB is a global, rapidly growing, and award-winning software-as-a-service company with an extensive partner network. The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam, and Stockholm. More than 900 brands around the world rely on inRiver Product Marketing Cloud to orchestrate the creation, packaging, and distribution of their product information. Visit us at www.inriver.com

Chelsea Camille
inRiver
3129880904
email us here

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