

User Guide

Data Sync Between Adobe Commerce and Salesforce CRM

This guide outlines configuring and managing data synchronization between Adobe Commerce and Salesforce CRM using **App Builder** and **Adobe I/O Events**.

The Adobe Commerce and Salesforce CRM Data Sync reference application provides developers with a foundational understanding of integrating Adobe Commerce with Salesforce CRM using the integration starter kit. This application, created by Royal Cyber, serves as a guide for understanding the data synchronization processes between Adobe Commerce and Salesforce CRM.

Salesforce CRM is a customer relationship management (CRM) tool that helps businesses manage their customer interactions, sales, and marketing efforts. It is designed for businesses of all sizes to streamline operations and improve customer relationships.

This reference application offers a base implementation for the most common data flows, allowing you to effectively sync customer, product, and order data between Adobe Commerce and Salesforce CRM.

1. Introduction

Data synchronization between Adobe Commerce and Salesforce CRM allows seamless customer, product, and order integration between the platforms. This ensures that customer details, product information, and order data are always updated in both systems. This user manual outlines the sync process's configuration, flow, and operation, making it easy for businesses to manage and automate their workflows between Adobe Commerce and Salesforce CRM.

2. Prerequisites

Before you start, ensure that you have:

- **Adobe Commerce Cloud** with App Builder and Starter Kit installed.
- **Salesforce CRM** with API access.
- Admin credentials for both platforms.
- Adobe I/O SDK installed and configured in Adobe Commerce.
- Necessary access to configure events in Adobe Commerce.

3. Data Synchronization Overview

3.1 Entities to Sync

- **Customer Data:** Sync customer creations, updates, and deletions.
- **Product Data:** Sync product creations, updates, and deletions.

- **Order Data:** Sync order placements, updates, complete status.

3.2 Event-Driven Architecture

- **Adobe Commerce to Salesforce CRM:** Sync customer, product, and order data when changes occur in Adobe Commerce.
- **Salesforce CRM to Adobe Commerce:** Sync updates from Salesforce, such as customer and order changes, to reflect in Adobe Commerce.

3.3 Application Features

1. Customer Data Flow

- Adobe Commerce and Salesforce CRM synchronize new, updated, and deleted customer data in both directions.

2. Customer Groups Data Flow

- Salesforce CRM synchronizes new and updated customer groups with Adobe Commerce.

3. Product Data Flow

- Adobe Commerce syncs new, updated, and deleted products to Salesforce CRM.
- Adobe Commerce syncs configurable (variant) products to Salesforce CRM.

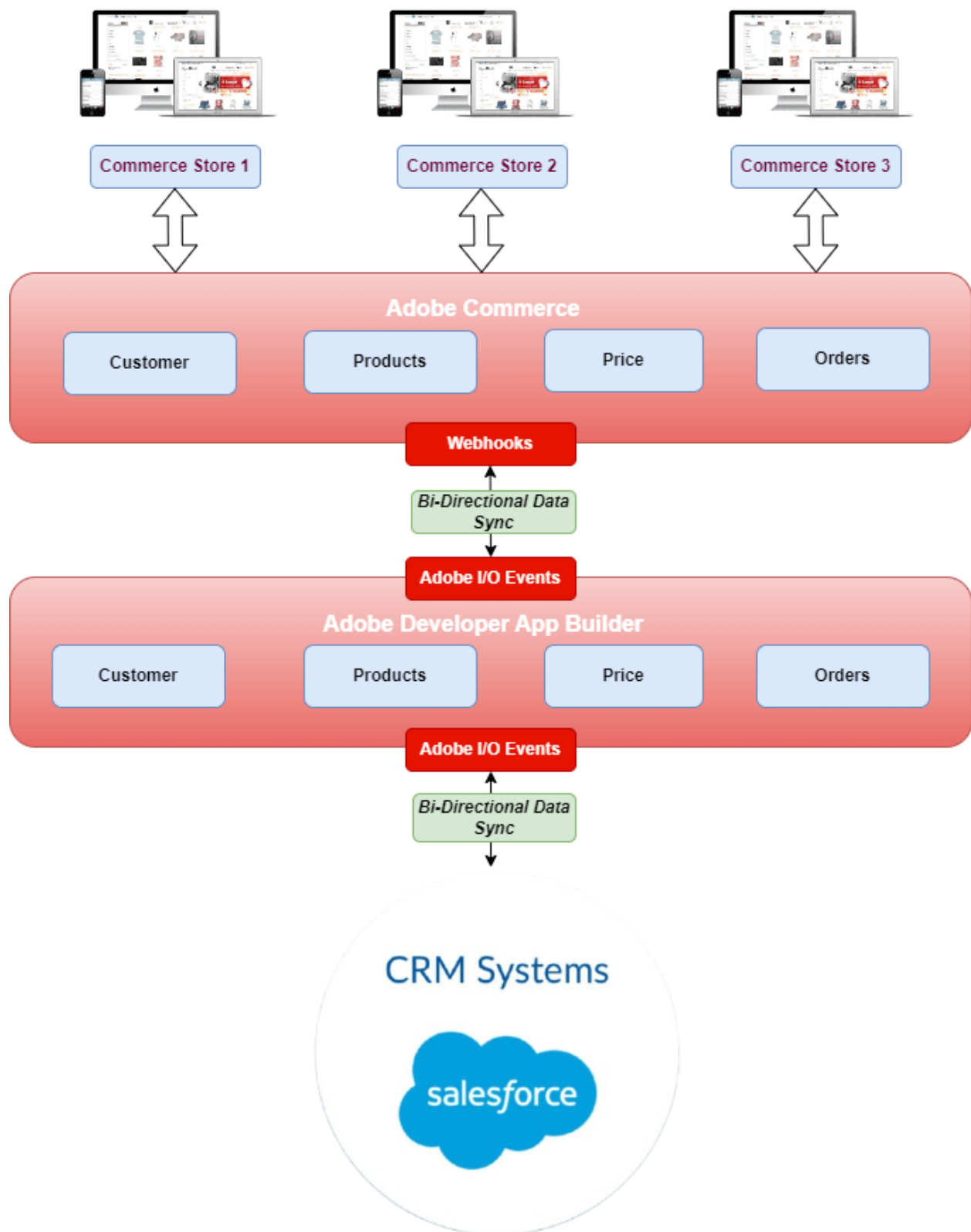
4. Order Data Flow

- Adobe Commerce syncs new orders and order updates to Salesforce CRM.
- Salesforce CRM syncs order status, shipping, and billing address updates to Adobe Commerce.

5. Bulk Sync

- Bulk synchronization of customers, products, and orders between Adobe Commerce and Salesforce CRM.

4. Architecture diagram:



5. Data Mapping Fields of the SF CRM integration with adobe commerce using app builder

Customer Sync Fields:

- **Adobe Commerce:** firstname, lastname, email, salesforce contact id
- **Salesforce CRM:** firstname, lastname, email, Account Id

Product Sync Fields:

- **Adobe Commerce:** SKU, name, price, salesforce product id

Order Sync Fields:

- **Adobe Commerce:** order id, total, order status, shipping address details, billing address details, order line items
- **Salesforce CRM:** Salesforce order id, total amount, order status, shipping address, billing address

Note: If you have any questions the Royal Cyber Accelerator team is standing by to answer and help you with the installation. Please feel free to contact our support team via <https://www.royalcyber.com/company/contact-us/>.

Thank you for choosing our SF CRM Accelerator for Adobe Commerce