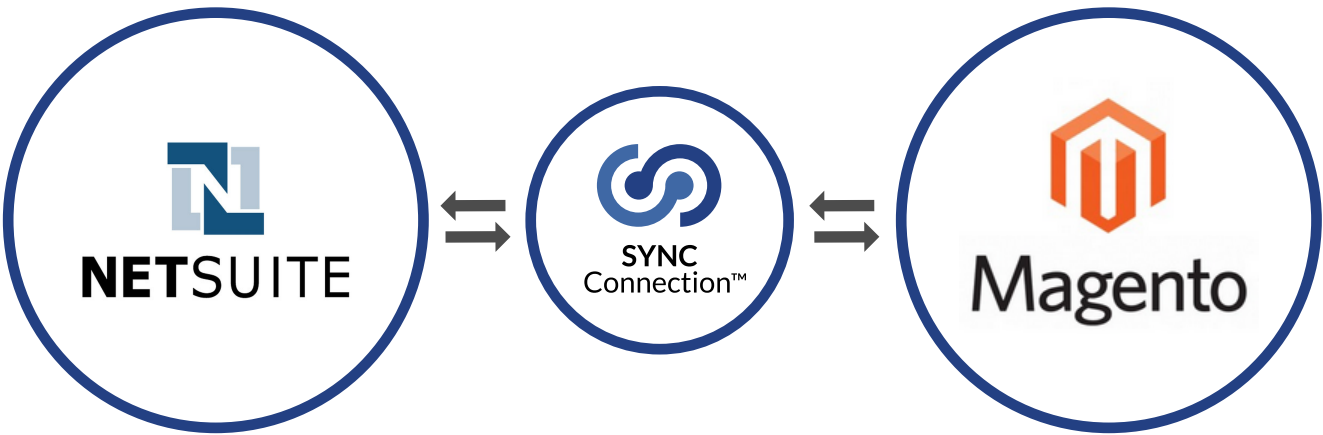# White Paper – SYNC Connection™
Customizable Software that Connects NetSuite to Magento

The Problem - NetSuite is a great ERP system but the add-on e-commerce component can be lacking. Many retailers require a more reliable, scalable and current e-commerce system, and turn to the best-in-class Magento platform.

The Solution - Simple, connect NetSuite to Magento. SYNC Connection™ by Harris Web Works links a company's NetSuite ERP system with their new or existing Magento e-commerce store.

NETSUITE ⇄ **SYNC Connection™** ⇄ **Magento**

What differentiates SYNC Connection from other connectors?
SYNC Connection can be customized to meet each company's needs for their integrated NetSuite-Magento system. Unlike "one size fits all" connectors, every installation of SYNC Connection 2-way communicator is tailored to fit specific business needs.

Common Issues:

▶ Unique data requirements
▶ Complex shipping rules
▶ Complex pricing rules
▶ Unique ordering processes

Benefits of SYNC Connection & Magento:

▶ Improved sales performance
▶ Improved SEO
▶ Improve B2B functionality
▶ Customizable landing pages
▶ Reduced order processing times
▶ Infinite custom functions
▶ Stable & scalable

How it Works

SYNC Connection consists of 3 components:

1 **Magento Extension**
Uses Magento Framework

2 **Connector Logic**
Uses the PHP Toolkit

3 **NetSuite Import and Export**
Uses NetSuite SOAP API

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