



Preparation Guide

Visual Retail Plus integrates with the Shopify ecommerce platform through an application that runs on your main server. The synchronization between VRP and Shopify is near real-time. The following guide provides necessary details to ensure a smooth setup.

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Prerequisites

Hardware

No extra hardware is required for this integration. The existing main server must be accessed during setup or any support calls. Assistance with setting up remote access is available during support calls.

Software

In order for the integration to exist, a valid VRP installation and active Shopify subscription are both necessary.

A standard installation requires a new program, rpShopify, which runs on the main server—VRP configures this. This program must remain open at all times to keep VRP-web synchronization as current as possible. The program does not require any attention once it is functioning normally and is active.

ShowMyPC is the software used to connect remotely for setup or support. VRP can provide instruction on using it to allow remote access.

Any non-standard additions to the Shopify integration such as custom reports or features require work done in rpQuery or in the VRP database on the main server. Certain scripts may be set up as well if necessary.

User

Regular interaction with the integration program is not necessary. Keeping it open is the only necessity. Closing the program during a sync or editing settings without being informed on the effects is not recommended.



Products

Intro

Upon setup, current products and inventory are uploaded to Shopify as one of the final steps. Nothing needs to be done. Any work done is best limited to the VRP side so that it can sync to Shopify. **Editing data on both sides results in conflicts during a sync; VRP overwrites Shopify's data for a product with what it has.**

Prerequisites

A product must be created in VRP and be assigned a WebProduct value, which is typically 1. This value serves as a flag to determine if a product is actively synced to Shopify or not. This can be done in Add Item when creating the product initially; there is also a setting to make new products 1 by default. For those using the Import program, the WebProduct can also be specified in an import file. After creation, it can be changed in the Matrix Zoom menu. When setting up the integration, the WebProduct value is designated in the settings for rpShopify by VRP. **This can be done in bulk by VRP provided there are specific filters to use when flagging the items; users do not need to go through their entire inventory to flag each product.**

Process

In order to change the information for a product on Shopify, edit the information in VRP as per usual. Creating a separate store in VRP for Shopify is recommended. This allows for separate pricing for Shopify products as well as store-by-store comparison when running reports. Product updates are done by rpShopify at a chosen interval.

Important Information

Once a product is on the Shopify site, the productID and UPC's should not be changed for a product. This breaks the link and cease updating the site for the affected products, which may result in overselling since the onhand is no longer being updated.

When discontinuing a product's updates on the website, it is important to mark the product as hidden on the Shopify site as well as changing the WebProduct to 0 in VRP. This can also result in overselling if the updates are discontinued but the product is still left available online.

Products created on Shopify do not sync with VRP.

Images

Intro

The integration can include images that sync to the Shopify website to represent each product and specific color variant. Shopify accepts common picture formats such as JPEG or PNG. Images can either be assigned to products through the Shopify site or through the VRP program, but not both. **Doing so through both methods results in the integration overwriting any work done on the site.**

Process

An important thing to note is that setting up images works differently than when doing it for the VRP software to see the product image in Matrix, Inventory, POS, etc. When setting up images to sync to Shopify, the file path must be input in Matrix for that product. This can be done by searching for the product, clicking Zoom, and then entering the data into the Images Links table in the center of the window. A color, sequence number, and the file path (Image URL) for the corresponding images are required. Below is an example of three images linked to a single color for a product.

Images Links			
	Color	Seq	Image URL
▶	Black	1	c:\pos\images\yzboost^black.jpg
	black	2	c:\pos\images\yzboost^black^2.jpg
	black	3	c:\pos\images\yzboost^black^3.jpg
*			

The Seq number can be any number to assign the pictures an order. Each color can have its own Seq order, meaning that each can start at 1.



Orders

Orders come into a designated store; it is recommended to create a separate store in VRP for tracking orders and a store-by-store sales analysis. Data imported from orders include customer information, items sold, payment information, and items sold. These imports allow analysis of web sales from within the VRP system and adjusts inventory accordingly.

Important Information

Voids, returns, and changes made to orders must be done on both ends. VRP does not retain any sensitive payment information such as credit card numbers or PayPal accounts.

If creating a separate store for Shopify-related activity, orders importing into VRP deduct the inventory for the items sold. Regular receiving must be done or transfers can be done from the physical store to the web store upon receiving orders to keep the inventory balanced. Not doing so results in negative inventory for items sold. VRP can create a custom auto-transfer capability to do this if desired.

Useful Links

<https://www.shopify.com/pricing>

View the different plans and prices.

<https://help.shopify.com/manual/reports-and-analytics/google-analytics/google-analytics-setup#enable-univ-ga>

Set up Google Analytics for reporting on website traffic.

- 1) Begin by going to the [Google Analytics homepage](#) and click the **create an account** link in the top right corner:
- 2) Click Sign in if you have a Google account or create an account otherwise
- 3) Choose Website and fill in the form. Enter the primary website domain for the Web Site URL. The checkboxes can be left alone.
- 4) Click Get Tracking ID at the bottom
- 5) Copy onto the clipboard the script on the next page that will look similar to this:

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
  Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-
analytics.com/analytics.js','ga');

ga('create', 'UA-#####-#', 'yourwebsite.com');
ga('send', 'pageview');
</script>
```

- 6) Log into the Shopify Admin site and navigate to Online Store -> Preferences.
- 7) Find the Google Analytics account field and paste the script onto that text field.