Odoo- Magento connector App Builder

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Overview

The Odoo-Magento Connector, developed by the Brainvire team using the powerful App Builder framework, is a robust integration tool designed to streamline and automate the synchronization between Odoo ERP and Magento eCommerce platforms. This connector enables businesses to manage their operations more efficiently by bridging the gap between their backend ERP system and frontend eCommerce store.

With a user-friendly interface and customizable features, the connector allows seamless two-way data exchange for key business entities such as products, customers, orders, inventory, and invoices. Built with scalability and performance in mind, it supports both **real-time and event based** data sync, ensuring that the information across both platforms remains accurate and up-to-date.

Whether you're running a single online store or managing multiple Magento instances, the Odoo-Magento Connector empowers organizations to reduce manual efforts, eliminate data inconsistencies, and enhance overall operational visibility—paving the way for smarter, more connected digital commerce.

Goals

1. **Seamless Integration**:To provide a reliable and efficient bridge between Odoo and Magento platforms, enabling synchronized data flow and unified business operations.

2. **Enhanced Business Processes**: To streamline key business processes such as order fulfillment, inventory management, customer management, and accounting by automating data exchange.

3. **Improved Productivity and Accuracy:** To boost productivity by automating repetitive tasks and reducing the risk of human error associated with manual data entry.

4. **Data Consistency:** To ensure data consistency and accuracy across both platforms, eliminating discrepancies and improving overall business efficiency.

5. **Business Growth:** To empower businesses to grow by providing them with a robust and scalable integration solution that can adapt to their evolving needs.

Info

E-Com Bridge, developed by the Brainvire team using the App Builder framework, is a powerful connector designed to seamlessly integrate Odoo ERP with the Magento eCommerce platform. Its core vision is to enable businesses to automate and simplify operations by bridging the gap between their backend systems and online storefronts. With a focus on seamless integration, E-Com Bridge minimizes manual intervention by ensuring smooth, bi-directional data flow. It streamlines critical business processes such as **order fulfillment, inventory management, customer data synchronization, and accounting operations**. The connector improves productivity by automating repetitive tasks, significantly reducing human error, and ensuring consistent, real-time data across both platforms—supporting better decision-making and overall business growth.

At the heart of E-Com Bridge are its robust features. The connector offers comprehensive product synchronization, keeping SKUs, attributes, pricing, and descriptions updated across Odoo and Magento. Orders placed on Magento are scheduler based imports into Odoo, with status updates, cancellations, and refunds reflected in real-time. Customer synchronization ensures contact information, addresses, and order history are consistently maintained across both platforms, providing a unified customer view. Real-time inventory updates prevent stockouts and overselling, while financial processes are streamlined through automatic invoice and credit memo generation in Odoo. The integration also handles shipment creation—updates made in Odoo are mirrored in Magento—and offers reporting and analytics tools that generate insightful dashboards and reports on sales, inventory, and customer trends.

The benefits of E-Com Bridge are far-reaching: it eliminates manual data entry, enhances order accuracy and speed, optimizes inventory management, improves customer service through unified data, and boosts operational efficiency by reducing costs. It also ensures consistent and accurate data across systems, which is vital for scaling businesses. Looking ahead, the product roadmap includes the addition of advanced features such as support for bundled product types, performance improvements to handle high transaction volumes, and optimized data migration processes. Brainvire also plans to offer continuous support, regular updates, and customization services to meet specific business requirements.

Key Features:

- Product Synchronization:
  - Bidirectional synchronization of product data (attributes, SKUs, prices, descriptions, etc.) between Magento and Odoo.
  - Automatic updates of product information in both systems, ensuring consistency.
- Order Management:
  - Automatic import of orders from Magento to Odoo.
  - Order status updates are reflected in both systems.
  - Management of order cancellations and refunds.
- Customer Synchronization:
  - Import customer data (contact details, addresses, order history) from Magento to Odoo.
  - Maintain customer information in both systems for a unified customer view.
- Inventory Management:
  - Real-time inventory updates in both systems, preventing stockouts and overselling.

- Accurate stock levels across all sales channels.

- Financial Management:
  - Automatic generation of invoices and credit memos in Odoo based on Magento orders.
  - Integration with Odoo's accounting module for seamless financial reconciliation.
- Shipment Management:
  - Automatic creation of shipments in Magento when processed in Odoo.

Guide

To set up Odoo-Magento connectors, users must first establish a channel and define its parameters. Once the channel is created, users need to input authentication/API credentials into the API connection settings.

API Channel

- To Create an API channel Go to Ecomm Bridge > Configuration > API Channel.

- Here, users can create multiple channel websites, and for each channel, users need to set up a connection, thereby mapping each channel to its corresponding connection setup.

API Connection

- Configure the Adobe services from the Adobe I/O events. Require to set the following parameters, which can be retrieve from the App builder dashboard
  Adobe I/O Workspace Configuration

Adobe I/O Event Provider Instance ID
Adobe I/O Event Provider ID

- Configure the app builder connection in Odoo
  Set the Base URL, Client ID, and Client Secret Key, which will be retrieved from App builder dashboard.

- To Create an API connection Go to **Ecomm Bridge** > **Connection** > **API Connections**
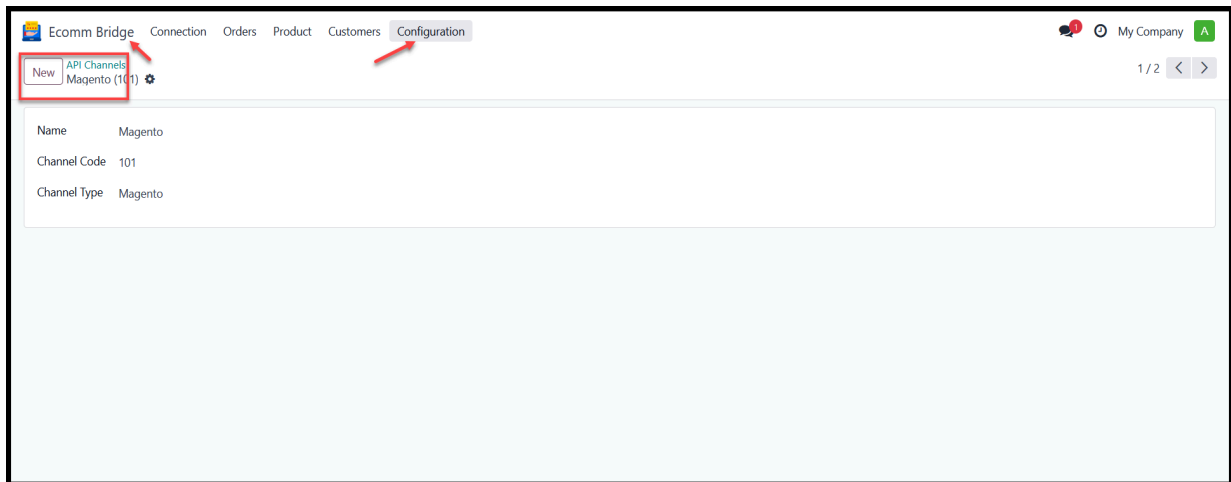
- Users need to define the API channel, select the authentication method, and input API credentials. After adding all necessary details, users must verify the connection using the "**Test Connection**" button. If any details are incorrect, the system will not establish the connection
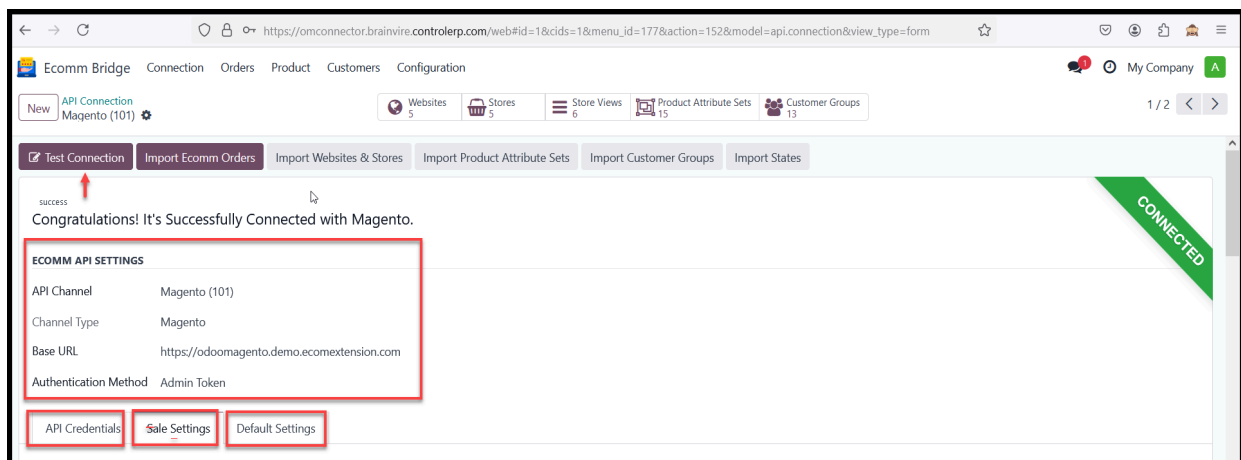
- In the API credentials tab, users should provide the **API username** and **API Password**
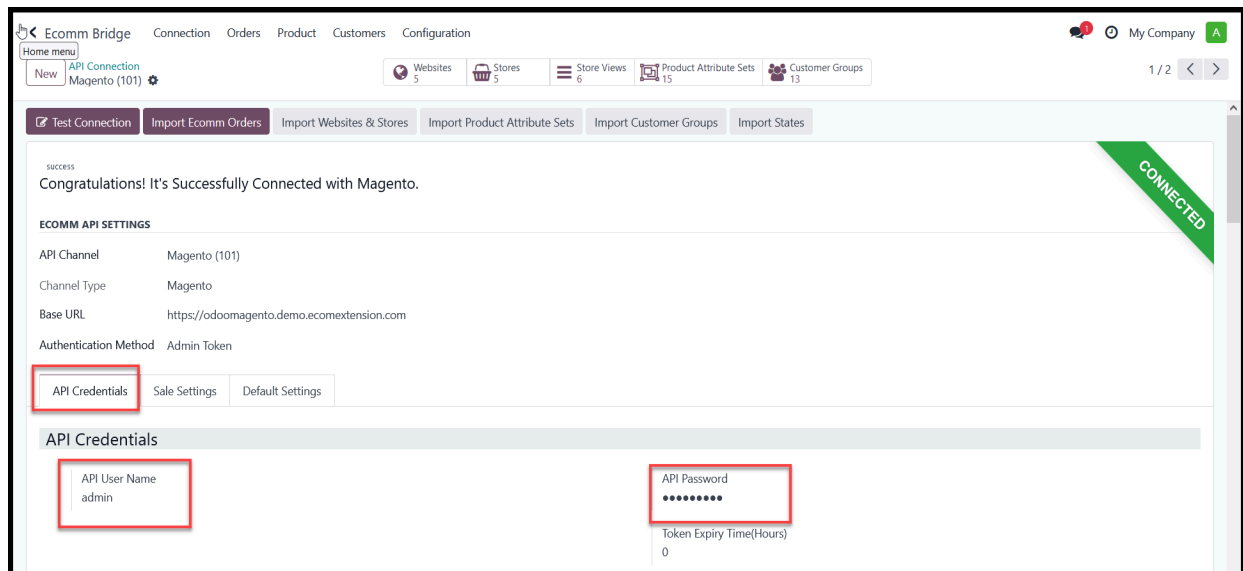
■ Under the sale settings tab, users can specify which **Ecomm order states** should synchronize with Odoo. Additionally, in the sale settings tab, users need to define the **sales payment terms** to ensure that orders imported from Ecomm include the appropriate details
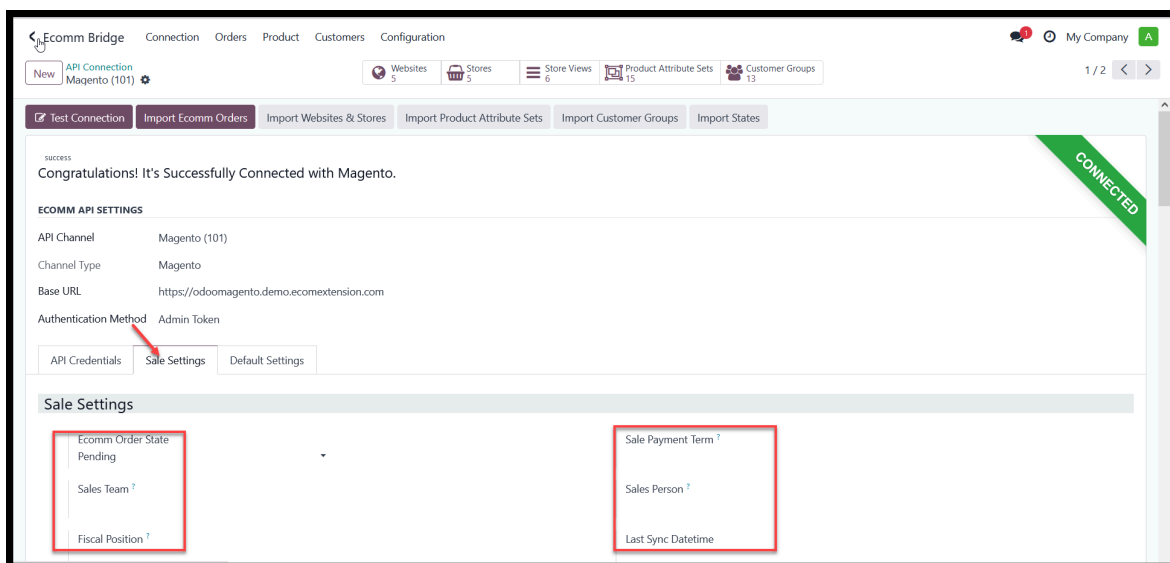
■ Under the Default Settings tab, users can define the duration for which the system stores synchronization history of products and

orders. They have the option to choose between 30 or 60 days, after which the system automatically removes the log history. Alternatively, users can select the "Never" option, ensuring the system retains the log history indefinitely

- Under the Inventory Settings tab
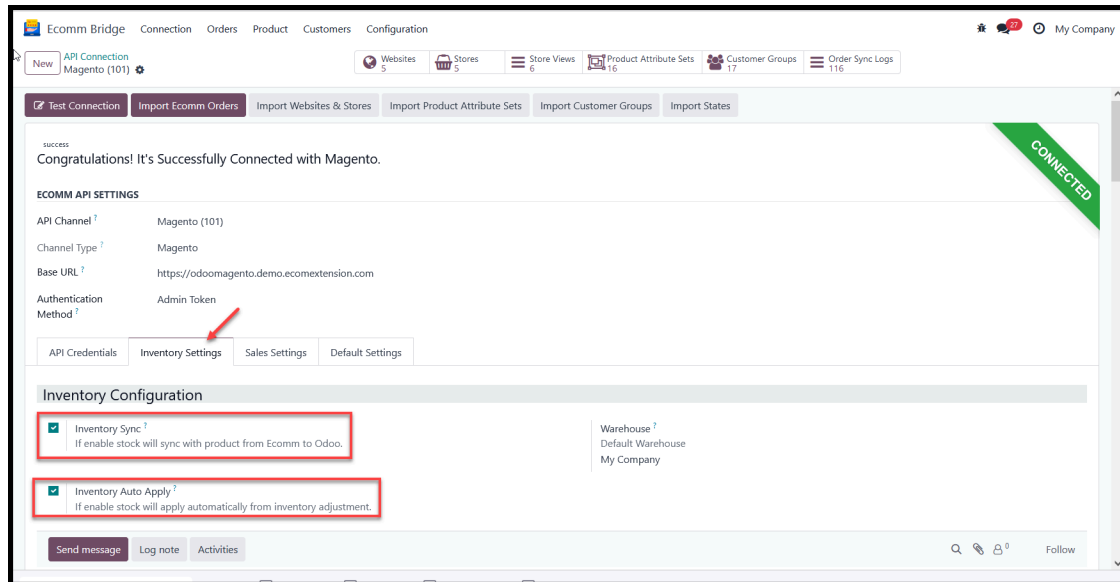
- Inventory Sync
  - Enabled: The system will synchronize stock when products are synced from Magento to Odoo.
  - Disabled: the system will not synchronize stock when products are synced from Magento to Odoo.
- Inventory Auto Apply

    - Enabled: the system will automatically validate physical stock in Odoo (through stock moves) when stock updates occur

    - Disabled: the system will not automatically validate physical stock, even if inventory sync is enabled.
- Under the Sale Settings tab
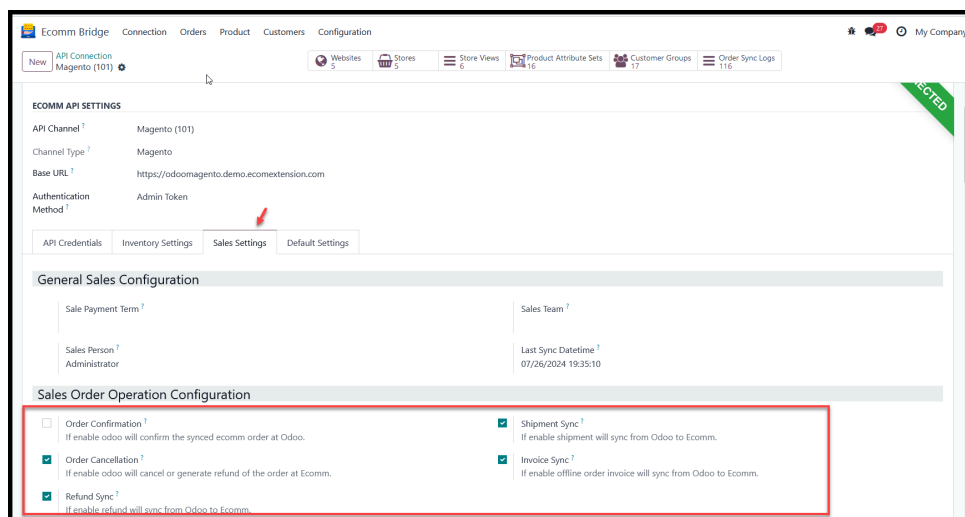
- Order confirmation:
    - Enabled: then sale orders imported from Ecommerce will automatically move to the "Confirmed" state.
    - Disabled: then sale orders imported from Ecommerce will remain in "Draft" state, requiring manual confirmation by the user.
- Order Cancellation
    - Enabled: When an order is canceled, the system will automatically generate a refund or credit memo in Ecomm.
    - Disabled: the system will not generate a refund or credit memo in Ecommerce upon order cancellation.
- Refund Sync:
    - Enabled: while refund is manually created against a paid invoice, it will be synced to Ecomm.
    - Disabled: the system will not sync refunds or credit memos to Ecomm.

- Shipment Sync:

- Enabled: The system will synchronize shipments to Ecommerce when processed in Odoo.
- Disabled: The system will not synchronize shipments to Ecommerce

- Invoice Sync:
  - Enabled: Manually created invoices for offline orders will sync to Ecomm.
  - Disabled: Manually created invoices for offline orders will not sync to Ecomm

Magento Websites and Store Syncing Operations

- We need to map essential items such as websites, stores, and store views when integrating with Magento.
- All required configurations related to websites and stores must be set up beforehand.
- To import these details into Odoo, navigate to the Ecom module > API connection > Magento channel connection, and click 'Import Websites & Stores'. Once the process completes, users can view the imported website and store list via the "Website" & "Store" smart button
- If websites or store updates or deletions occur in Magento, users need to repeat the operation to retrieve the latest details

Magento Product Attributes Set Syncing Operations

- We need to map essential items such as Product Attribute Sets when integrating with Magento

- All required configurations related to websites and stores must be set up beforehand

- To import these details into Odoo, navigate to the **Ecom Bridge module > API connection > Magento** channel connection, and click

'Import Product Attribute Sets'. Once the process completes, users can view the imported Product Attribute Sets list via the "Product Attribute Sets" smart button

- If product attribute sets updates or deletions occur in Magento, users need to repeat the operation to retrieve the latest details.

Magento Customer Group Syncing Operations

- We need to map essential items such as Customer Group when integrating with Magento

- All required configurations related toCustomer Group must be set up beforehand

- To import these details into Odoo, navigate to the Ecom Bridge module > API connection > Magento channel connection, and click 'Import Customer Groups'. Once the process completes, users can view the imported Customer Group list via the "Customer Groups" smart button

- If Customer Group updates or deletions occur in Magento, users need to repeat the operation to retrieve the latest details.

Simple Product(Odoo - Magento)

- To create a product in Odoo, Go to Ecomm Bridge > Products > Products > New.
  Pre-condition: Ensure that the connection sync log rule is configured (refer to the specific point)

- Here, we have a basic product with fields that can be synchronized in Odoo.

  - Product Name
  - Selling price
  - Cost price
  - Quantity
  - Product weight

- Once all required details are filled, the system will automatically generate a connection sync log. After the scheduled cron job runs, this connection log will update its status to 'done'.

  Note: If the connection log is in draft state and any updates are made by the user during this period, the system will not create a new log but will directly update the existing log with the new data.

■ Once the log processing is complete, users can verify the synced SKU on the Magento end

Simple Product(Magento - Odoo)
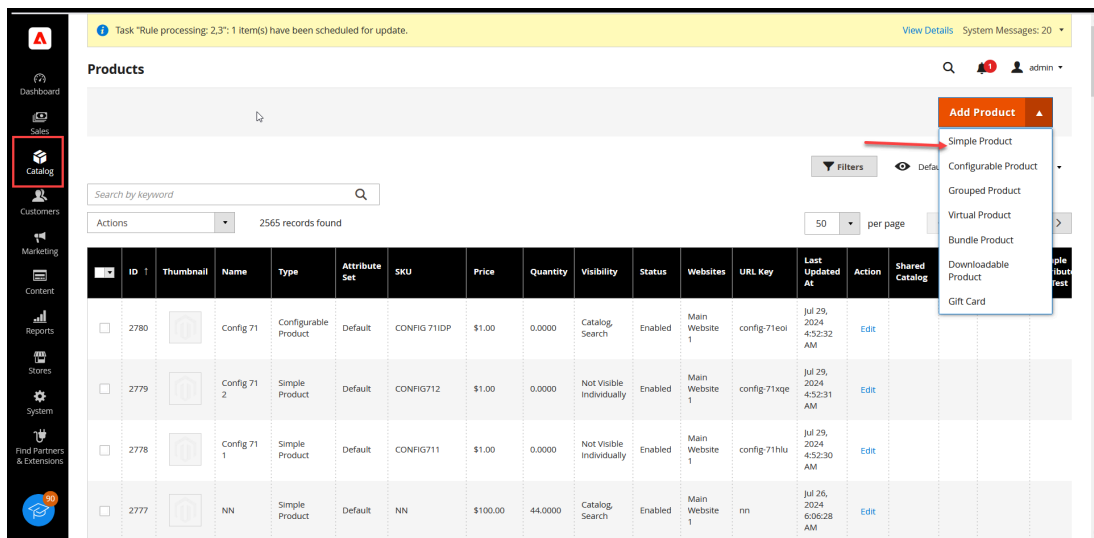
■ To create a product in Magento, Go to Magento Ecomm Admin > Catalog > Products > Add product smart button dropdown > Select simple product option.

■ Here, we have a basic product with fields that can be synchronized in Odoo.
  ● Product Name
  ● selling price
  ● cost price
  ● quantity
  ● product weight.

■ After filling all required details, the system syncs this product directly to Odoo without processing any connection logs.

Configurable Product(Odoo - Magento)

■ To create a product in Odoo, Go to Ecomm Bridge > Products > Products > New.
Pre-condition: Ensure that the connection sync log rule is configured (refer to the specific point).
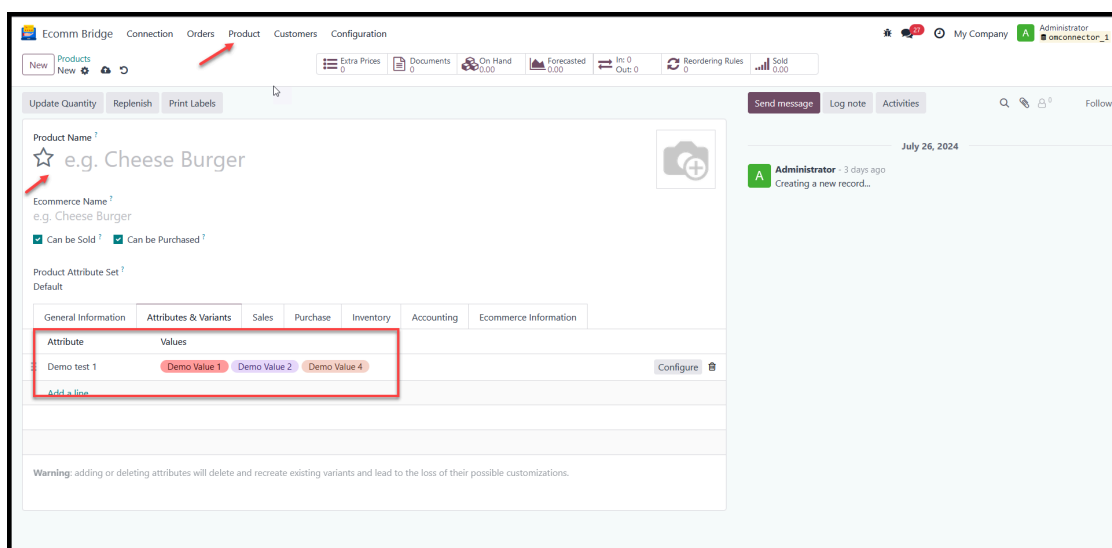
■ Here, we have a basic product with fields that can be synchronized in Odoo.
- Product Name
- selling price
- cost price
- quantity
- product weight.
- Attributes & Variants Tab : Here user needs to add attributes and their values

Note: Selected attributes must be sync in magento prior to use

■ Once all required details are filled and saved, the system will automatically generate a connection sync log. After the scheduled cron job runs, this connection log will update its status to 'done'.

Note: If the connection log is in draft state and any updates are made by the user during this period, the system will not create a new log but will directly update the existing log with the new data.

■ Once the log processing is complete, users can verify the synced configurable product along with its attributes SKU on the Magento end.

Configurable Product(Magento - Odoo)

■ To create a product in Magento, Go to Magento Ecomm Admin > Catalog > Products > Add product smart button dropdown > Select Configurable product option
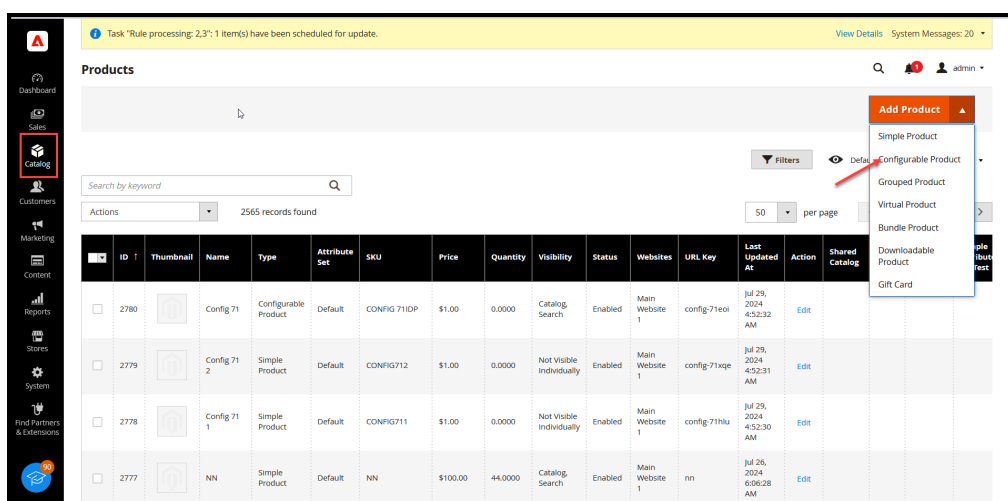
■ Here, we have a basic product with fields that can be synchronized in Odoo.
- Product Name
- selling price (Temporary add)
- cost price
- Quantity (Temporary add)
- product weight.
- Configuration section : Here create product attributes configuration

Note: Selected attributes must be sync in odoo prior to use

■ After filling all required details, the system syncs this product directly to Odoo without processing any connection logs.

Order Type Mapping & Syncing (Magento to Odoo)

■ To process Magento orders, including payments, and identify whether they are online or offline, configuration at the Magento end is necessary

■ Users need to specify the payment methods used in Ecommerce for payment processing. Once chosen, save the payment method configuration to sync with Odoo

■ To map order types to payment methods:

■ Go to Magento Admin > Store > Configuration > Brainvire > Order Type > Select one or more payment methods> Save the configuration
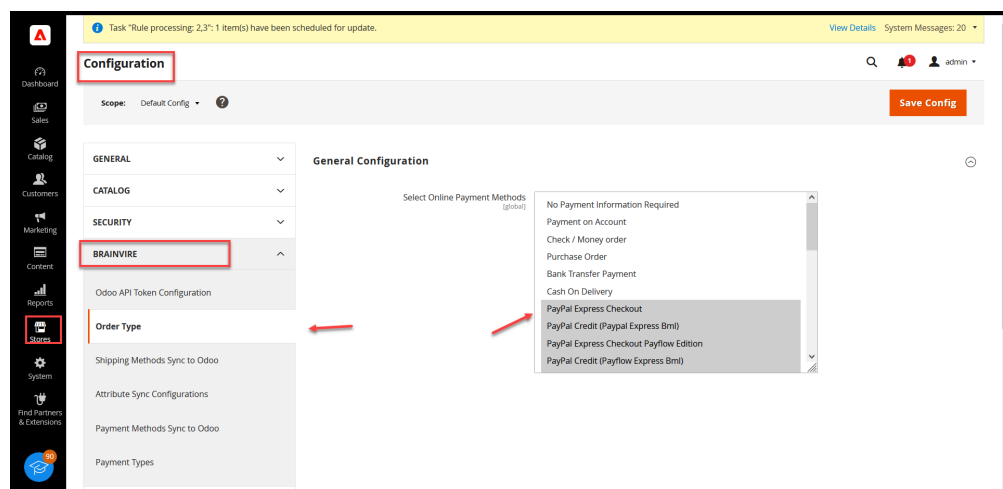
Payment Method Mapping & Syncing (Magento - Odoo)

■ Users can add only those payment methods selected in the order type. Once added, sync these payment methods by clicking the sync button. Successful synchronization will confirm the addition of an Odoo ID

■ To configure payment methods:

■ Go to Magento Admin > Store > Configuration > Brainvire > Payment Method Sync to Odoo> Click "Add Payment Method" (list selected in order type) > Select Bank/Cash type > Click "Sync" and save configuration.
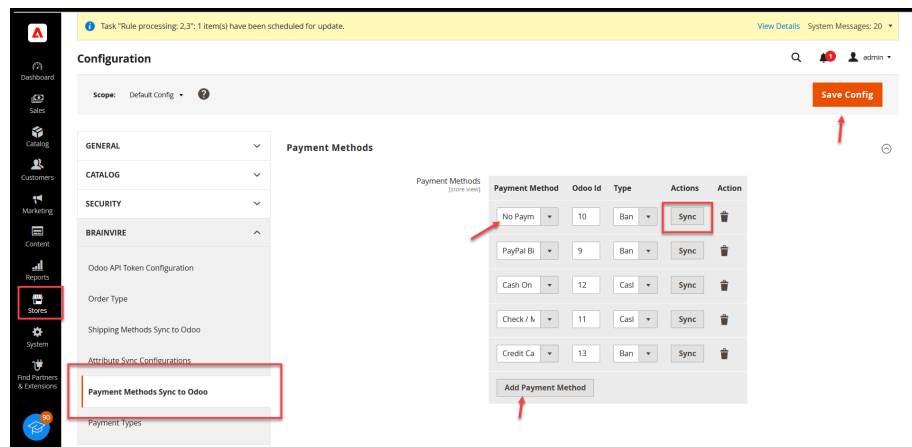
■ To view synced payment methods in Odoo:

■ Go to Odoo Admin > Accounting > Configuration > Journal> Find journals synced from Magento with Ecommerce codes.

Shipping Method Syncing (Magento - Odoo)

- To process Magento orders with accurate shipping rates reflected in Odoo, configuration is required.
- Magento displays only the activated shipping methods. After synchronization, the system generates an Odoo ID for sync confirmation.
- To configure shipping methods Go to Magento Admin > Store > Configuration > Brainvire > Shipping Method Sync to Odoo > Find a list which doesn't have odoo id > Click "Submit" and save configuration.
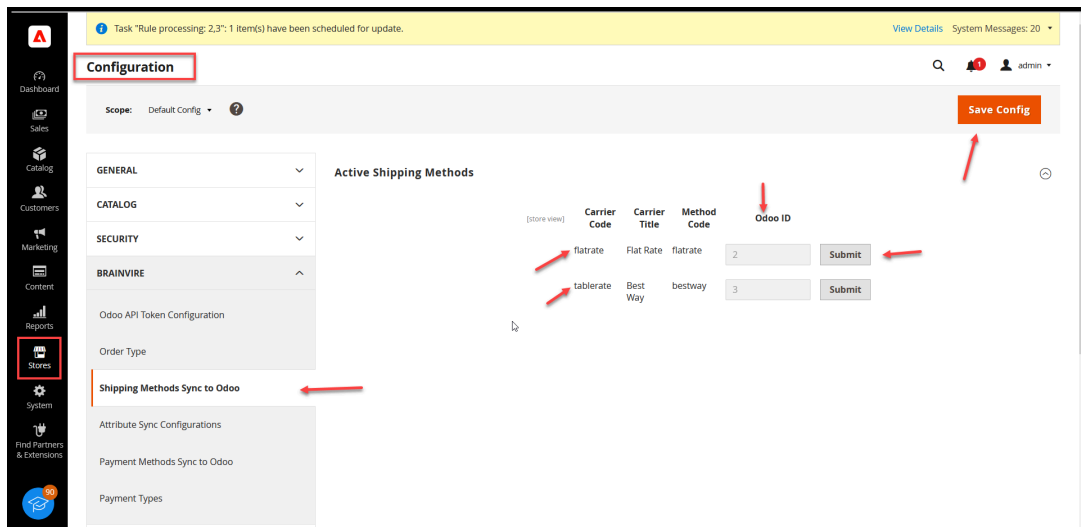
- To view synced shipping methods in Odoo:
- Go to Odoo Admin > Sales > Configuration > Shipping Method > Find Magento shipping methods containing Ecommerce carrier and method codes for reference.

Order Syncing

- This connector enables tracking of Ecommerce orders imported into Odoo. Via cron jobs, orders are processed and linked within Odoo's sales module, allowing users to manage shipments, invoicing, and refunds.
- After an Ecommerce order is placed, Odoo's cron job periodically generates an order sync log in Draft state
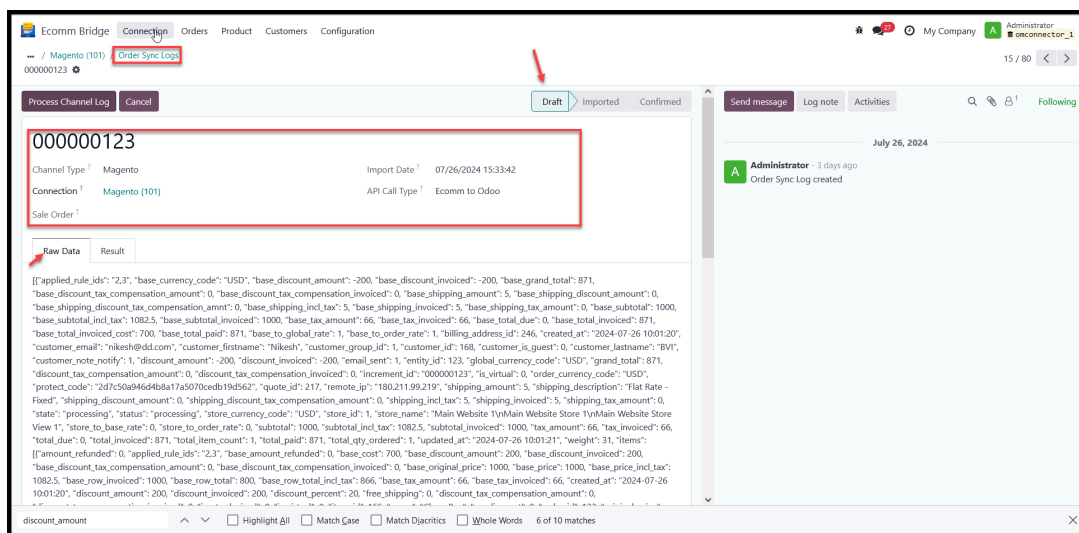
- The log displays raw data received from Magento, enabling technical users to verify data accuracy.If an order has incorrect or mismatched data, it will be marked as failed during the cron job processing.

Order Processing - Offline Order

■ Orders using payment methods like COD or check/money order are classified as offline. These orders do not generate invoices or payments during purchase

■ The order is confirmed as offline. A delivery shipment is generated for processing customer delivery.

Note: The order state depends on configurations in Ecomm API Connection

■ When the delivery is in "Ready" state, the user validates it by clicking the "Validate" button. Upon validation, the system automatically syncs the shipment in Magento.

■ Since it's an offline order, the user must manually create an invoice in Odoo using the "Create Invoice" button.

■ After creating the invoice, use the invoice smart button to open it. The invoice starts in draft state; once payment is received, the user posts the invoice. Upon registering the payment, the system syncs the invoice in Magento.

- Cancellation Process:

    - If an offline order requires cancellation, the Odoo order desk user can cancel it directly from the sale order using the "Cancel" button and provide a cancellation reason. Upon cancellation, the system updates the order's status as canceled in Magento.

        Note : **If the shipment is processed and complete then the system will not allow the user to cancel the order**
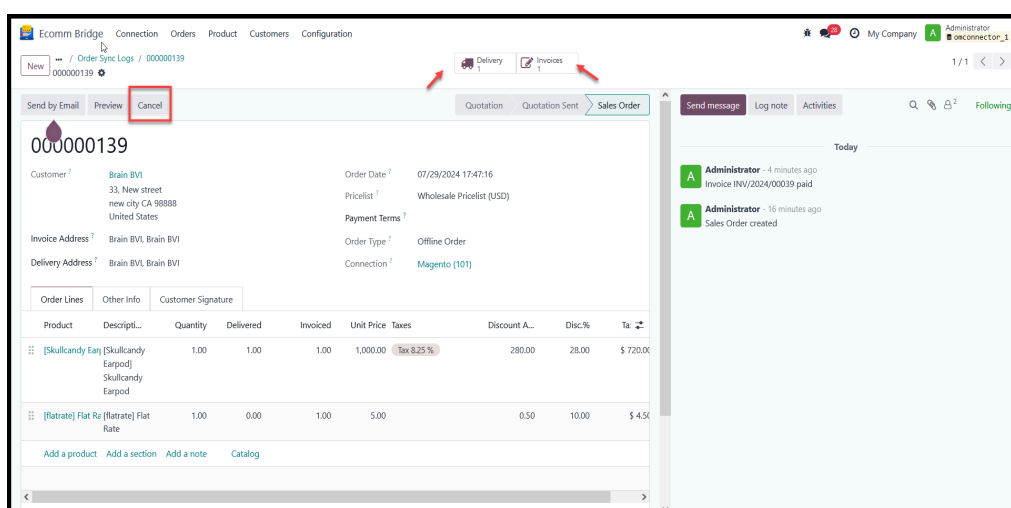
Order Processing - Online Order

- Orders using credit card payment methods are considered online orders. These orders automatically generate invoices and link payments during purchase

- Since it's an online order, the system imports it with synced invoices and payments into Odoo.

    Note: The order state depends on the configuration in Eomm API Connection.
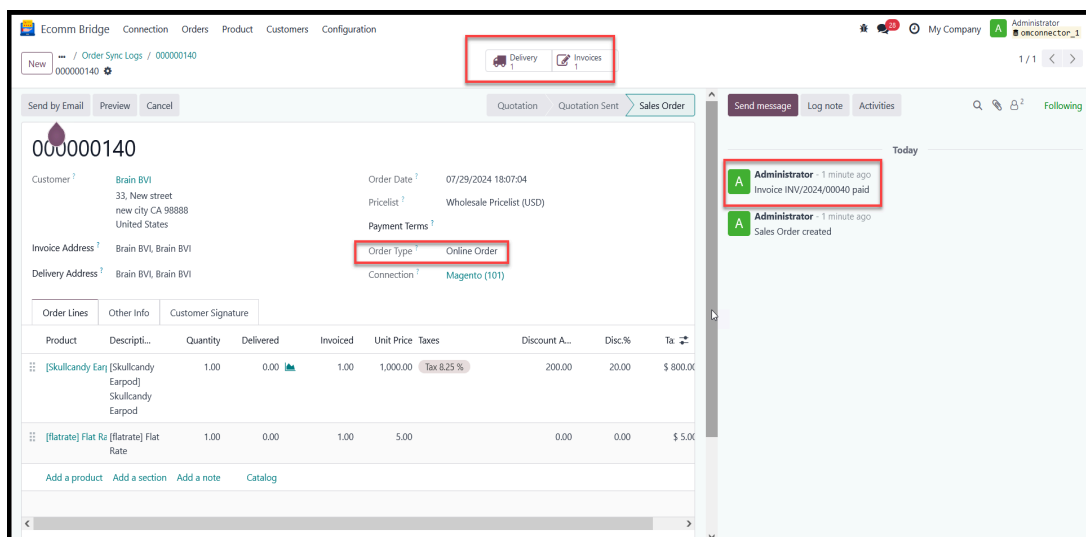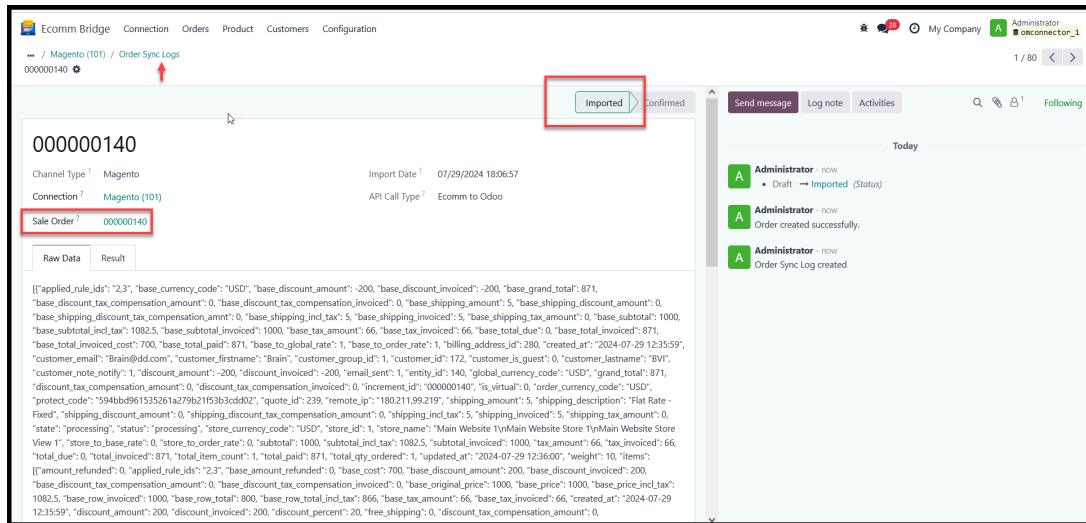
■ When the delivery is in "Ready" state, the user validates it by clicking the "Validate" button. Upon validation, the system automatically syncs the shipment in Magento

■ In an online order, invoices and payments are already linked, so there's no need to sync them.
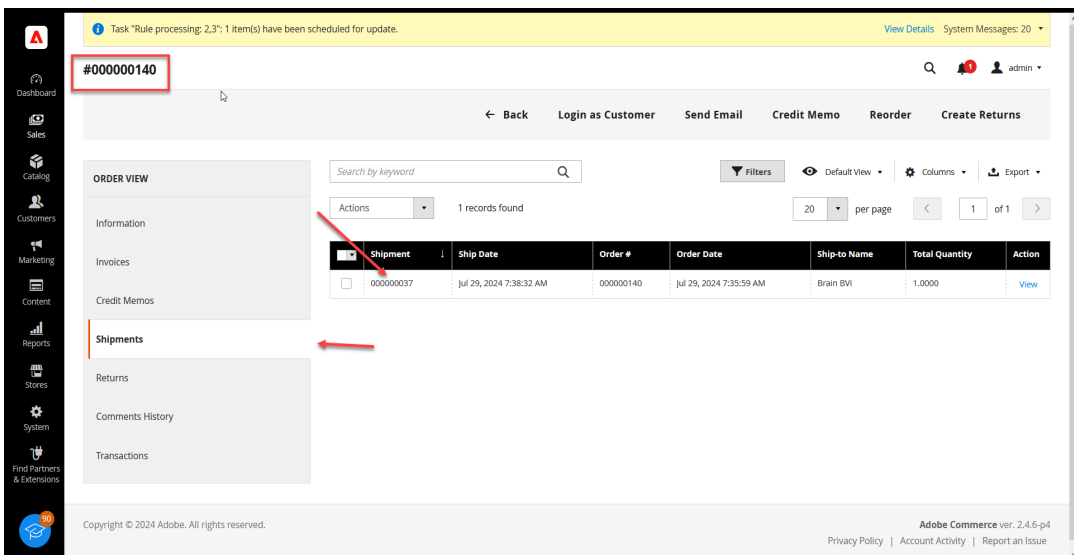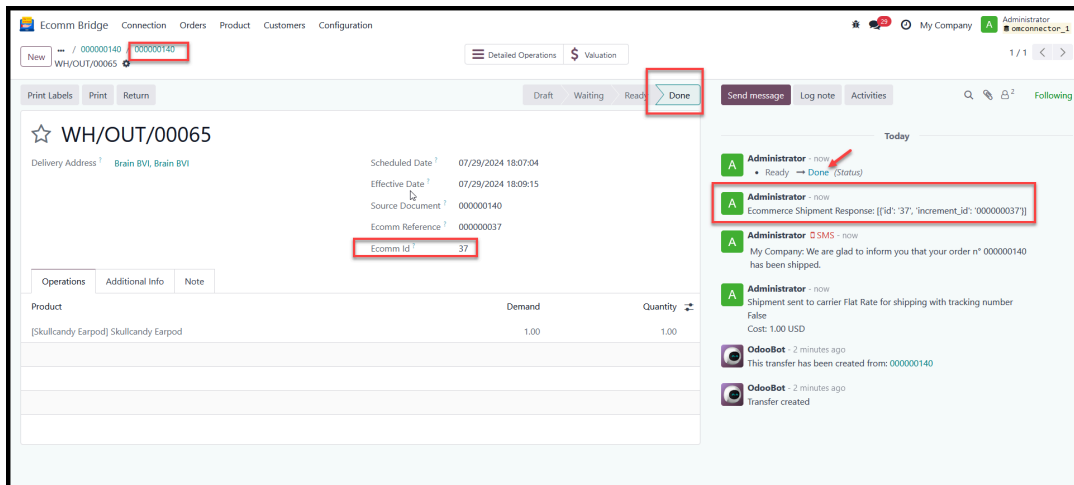
■ Cancellation Process:

- ● If an online order needs cancellation, the Odoo order desk user can cancel it directly from the sale order using the "Cancel" button and provide a cancellation reason.

- ● **Note : If the shipment is processed and complete then the system will not allow the user to cancel the order.**

- ● Upon cancellation, the system updates the order status as canceled in Magento and automatically syncs a credit memo.

■ This eliminates the need for manual refund processing by the user.