



amazon business

Integrations: Smarter Connections Together

Build Integrated Business Buying Journeys

When e-procurement tools don't connect automatically to a source of supply, business buying decisions can be complex. Challenges like losing spend visibility, sorting out compliance issues, and arranging ongoing training stack up. Properly integrated technology systems can solve these issues for procurement leaders.

Amazon Business creates smart business buying experiences for organizations of all sizes. This can be accomplished via purposeful integrations that deliver big benefits to buyers, system administrators and procurement teams. By connecting to e-procurement and expense management systems, integrations provide easy and secure access to products on Amazon Business and help facilitate managed spend.

Gartner estimates integrated systems to grow to \$21 billion in 2026. Amazon Business' 2022 State of Business Procurement Report found that 91% of B2B buyers prefer online purchasing over traditional methods like offline distributors, brick-and-mortar stores, phone orders, catalog orders and sales meetings. The leading planned procurement technology investment identified by those surveyed was automation of manual procurement process.

By integrating your existing systems to a single source of supply, you can build an integrated buying journey that matches your preferences and meets your goals. This can involve selecting one or more integrations from Amazon Business.

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Any time a customer has to leave their world and then come to Amazon Business to do things, that's just going to be a blocker. We want those customers to be able to use Amazon Business right where they are in workflows that they're used to with all their company policies. Integrations enable us to bring all the value, innovation and smart business buying of Amazon Business right there where those customers are every day.

— Julie Scully, Director of Software Development,
Amazon Business

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What's an e-procurement system?

E-procurement systems automate the procurement process and help companies manage and control purchasing. They typically handle manager approvals, budgeting, cost centers, and reporting. When integrating with Amazon Business, time and cost savings can increase. Examples of these systems include Coupa, Jaggaer and SAP Ariba.

How integrations help customers

Integrating purchasing systems simplifies both managed spend and tail spend purchases.



Save time and money

Quickly make purchases with less clicks, software training time and product searches. Reduce time spent on reconciling one-off expense reports and checking multiple supplier sites.



Drive compliance

Direct purchases from Amazon Business through your purchasing system to help comply with your organization's buying policies.



Increase spend visibility

Gain insights into your Amazon Business spend within your purchasing system. Find opportunities to save costs.



Punchout

Punchout is typically the first Amazon Business integration enabled for many integration partners and customers. It can be a prerequisite for other integrations that add on to your capabilities.

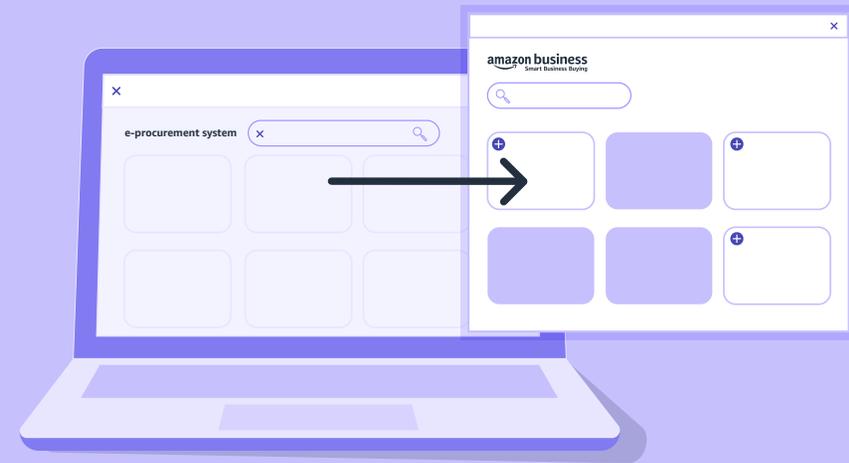
With Punchout, customers begin in their e-procurement system, then jump out to Amazon Business to make a purchase. Amazon Business has integrated Punchout with more than 150 e-procurement partners globally.

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Planergy customers love how the Amazon Business Punchout integration streamlines purchasing workflows. Ordering, approving, and billing for their Amazon Business orders is simple and automated while senior management have greater control of spend and granular spend analytics.

—Keith Murphy, Head of Content,
Planergy

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The Amazon Business Punchout integration has given our customers the huge headstart they need to create more digital transactions. The digital speed, accuracy, and reach enable customers to be fast, agile, and automated while delivering control and spend visibility. For customers beginning their digital buying journey, this integration can be setup quickly and provides instant access to millions of SKUs and thousands of sellers.

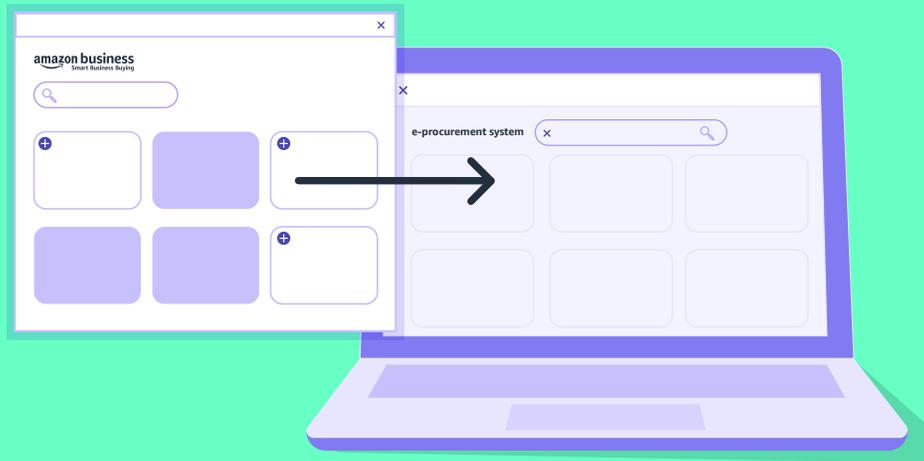
— Mike Jud, Senior Director of Customer Experience, **Vroozi**

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Punch-in

With Punch-in, shopping starts on Amazon Business and ends in your e-procurement solution for approvals and budgeting. It offers a unique combination of the familiar Amazon interface and processes for compliance and control. Every Punchout user can also use Punch-in, which means little setup is needed. Punch-in is ideal for both occasional and frequent buyers that prefer the Amazon Business shopping experience.

By punching into an e-procurement system, buyers can route a larger share of spend to help ensure purchases are in line with your organization's buying policies and approvals processes.



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For our clients, the Amazon Business Punch-in integration helps keep all of the approval processes within one platform and create POs within seconds. No more manually pasting many different item lines, no more worrying that the price will shift during the approval process. The integration makes it easy for companies to keep track of all of their spending with no outliers.

— Olena Dekhtiaruk, Head of Customer Success, **Precoro**

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Integrated Search

Most business purchases begin with a search. Integrated Search, which utilizes the Amazon Business Product Search API, lets buyers search and shop from spend management or procurement tools, reducing clicks, saving time, and supporting compliance with an organization's purchasing policies.

Spend limits can be set by tapping Business Prime features, and guided buying policies can steer buyers to preferred products and categories, encourage small business buying, help meet sustainability goals, and increase supplier diversity.

Buyers using Integrated Search can submit their orders through Punchout or direct order, depending on partner system requirements.

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The Amazon Business and Coupa integration makes procuring goods and services at work similar to how we purchase items in our daily lives. The integrated user experience makes procurement completely fluid. Users have choices on where to purchase while still having access to the company-preferred products. The procurement team can configure this integration to show the options that best help meet the strategic goals of the company.

— Roger Goulart, EVP Business Development and Alliances,
Coupa

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Custom Quotes

Amazon Business integrations also can solve various customer pain points throughout the procurement process, such as requesting a custom quote. In the procurement industry, many enterprise customers use various quoting tools to request quotes from suppliers against a purchase request. “We saw the need to innovate and help customers when they are asking for quotes on high value or volume purchases, and yet still keep these custom quotes in compliance with the rest of their purchasing,” said Satya Mishra, Amazon Business’ Senior Manager of Product Management.

As a result of this customer feedback, Amazon Business now offers the ability to integrate with such quoting tools to systemically ingest and respond to RFQs. “This automation allows us to get a faster response to customers, with the details they need to simplify their quoting experience,” said Mishra.



Single Sign-on

Secure, one-click access to Amazon Business can be achieved with Single Sign-on. In addition to time savings and the ability to enable and disable buyer access through your SSO provider, you can automatically block access when buyers leave your organization.

Buyers can use SSO to access Amazon Business through a direct service provider-initiated URL or through Punchout. Once registered, buyers can navigate to Amazon.com, provide their email address, and authenticate with their corporate credentials.

E-invoicing

Integrations are also a key opportunity for managing post-purchase workflows. “Our customers are focused on automation and compliance, and invoice integration has become a table stakes requirement for many enterprise customers,” said Mishra.

Invoice integration, or e-Invoicing, enables transmission of purchase and invoice data to customer reconciliation systems, payment card networks or government portals in a system readable format through an integration. This helps buying organizations to automatically reconcile and validate their purchases on Amazon Business with three-way matching, and they can also process payments and file tax claims much easier. “We have seen that PDF invoices make it difficult on accounts payable teams, and we want to help our customers have a more frictionless process,” said Mishra.

Invoice integration solves this problem by driving automation of invoice reconciliation and payment processing, and delivers cost savings up to 80% for Amazon Business’ large enterprise customers. From a tax compliance standpoint, revenue authorities globally are shifting to invoice integration for collecting and assessing taxation information and liabilities from suppliers. France, for example, has mandated invoice integration for Business-to-Government (B2G) while other countries such as Italy have mandated e-Invoicing for all transactions.

Some revenue authorities use also e-Invoices to conduct a data-matching exercise between the amount of VAT reported by both the supplier and buyer, to commence audit activity of a taxpayer’s books and records. As a result, large enterprises mandate invoice integration to minimize manual invoice data entry errors and to avoid penalties and disciplinary sanctions from tax authorities due to incorrect reporting of taxes.

APIs

Other Amazon Business APIs can also elevate your purchasing capabilities. **Here are examples.**

Reporting/Order History API

Searches for orders placed in a date range. Looks up orders by their Amazon order ID.

User Management API

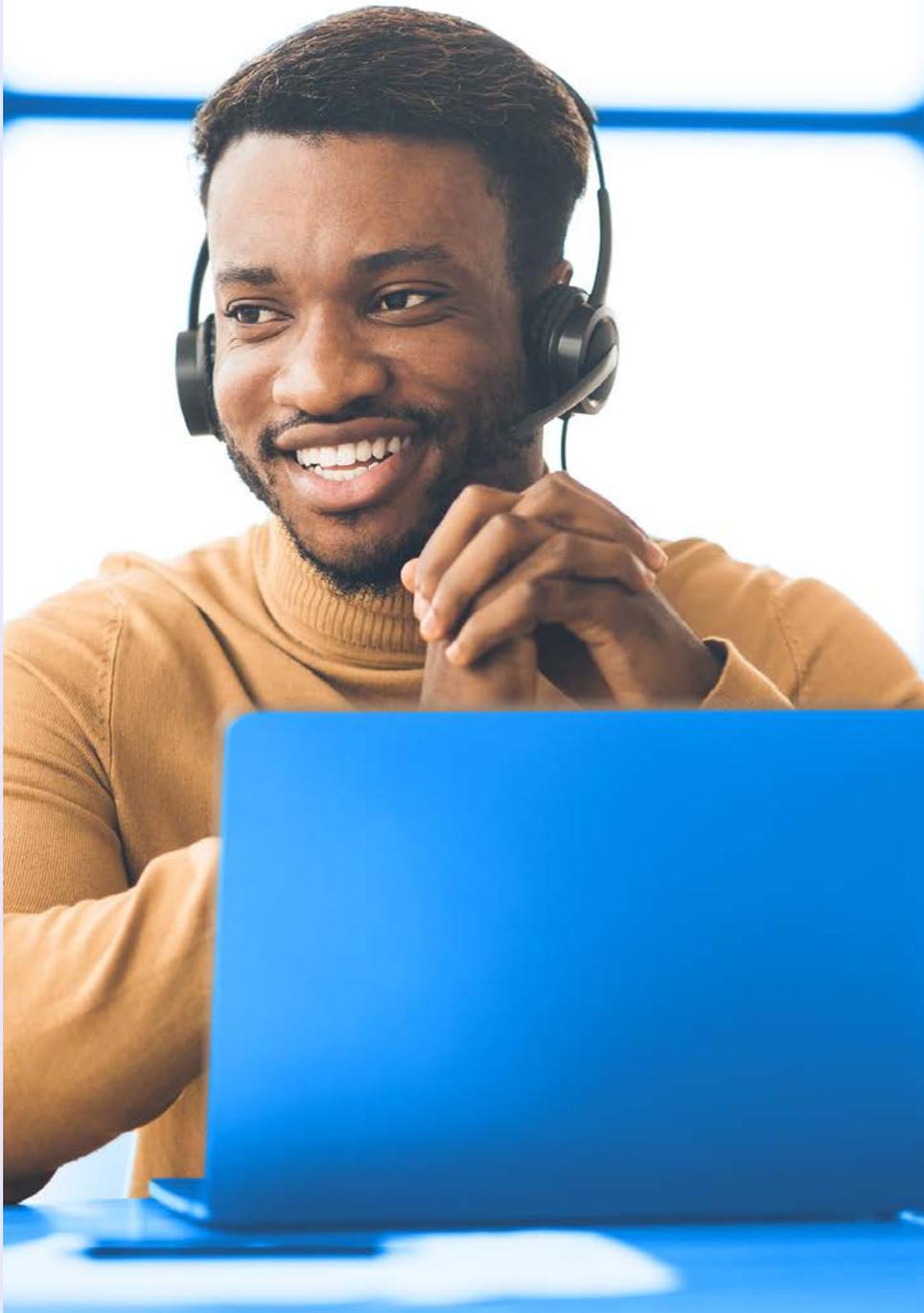
Creates Amazon Business user accounts with a specified name and New-to-Amazon (NTA) email address. Clients use this API to automatically create accounts for customers without an AB user account in their business’s AB account.

Ordering API

Allows clients to place orders on behalf of AB customers.

Reconciliation API

Pulls purchase-related information for reconciling business transactions. SAP Concur, for example, taps the Reconciliation API to integrate tail spend expensing for customers.



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Businesses continue to search for ways to streamline their expense reporting and reimbursement process. The integration between Amazon Business and Concur delivers on this. Concur pulls completed transactions from Amazon Business and presents the transaction as a complete expense to the user, including the receipt image. All the user needs to do is to add it to an expense report and submit it. End users using the integration not only enjoy the time savings to submit an expense, but approvers also appreciate getting the right receipt from Amazon Business, ensuring that the spend was made and the product was shipped.

— Guy Trotter, Senior Product Manager, *SAP Concur*

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Start reaping the benefits of integrating your systems.

Many integrations can be self-serviced. Check out integration apps in the new and growing Amazon Business App Center: business.amazon.com/app-center. Our professional services team is ready to help with customizations or recommendations for your integrated buying journey as well.

To learn more, visit business.amazon.com/integrations.