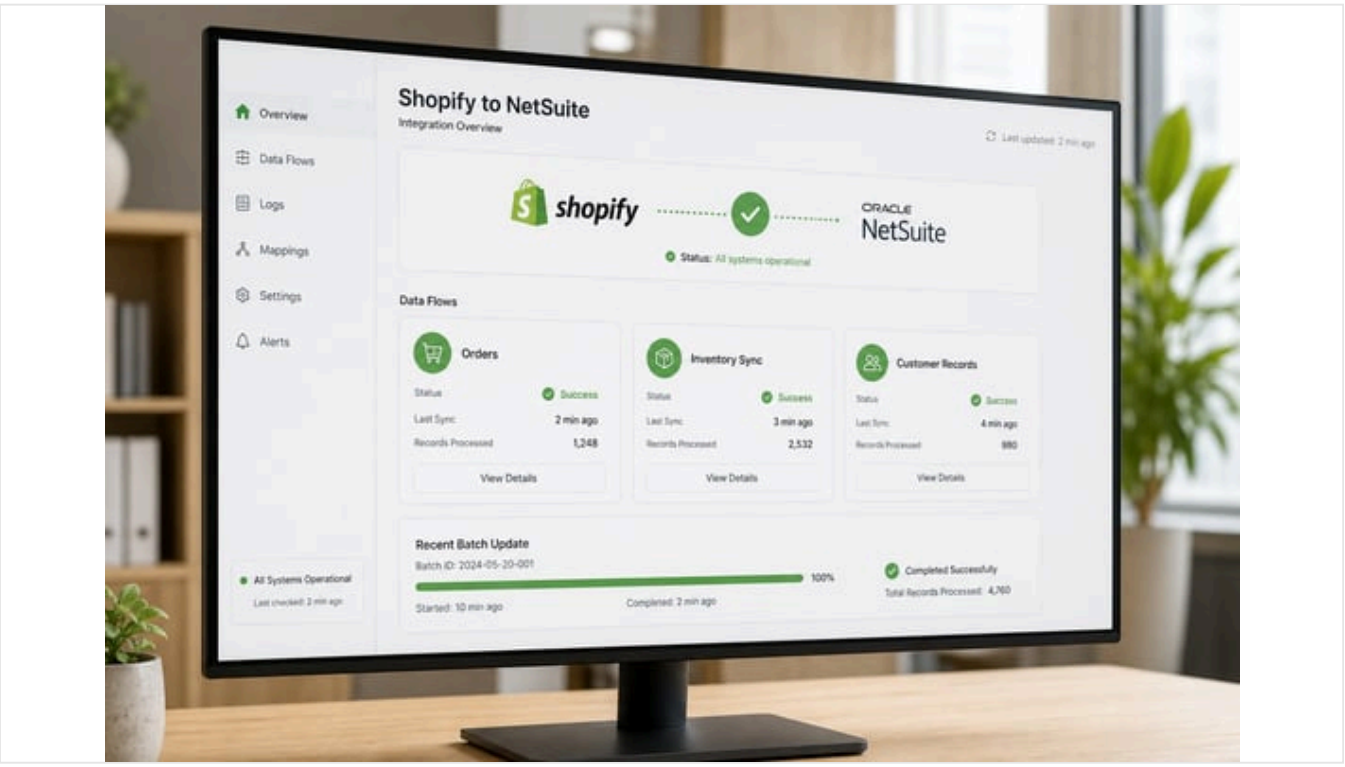
Shopify to NetSuite Integration: Connectors, Costs & Setup

Published June 1, 2026 38 min read



Executive Summary

E-commerce founders increasingly rely on integrated systems to scale beyond manual operations. When an online store (Shopify) is paired with a backend ERP (NetSuite), a robust data integration eliminates manual order entry and inventory juggling, enabling rapid growth without transactional bottlenecks (Source: www.brokenrubik.com) (Source: www.houseblend.io). For example, one Shopify–NetSuite case study reports a clothing brand growing from $5M to $100M in sales while cut- ting inventory discrepancies by 65% through real-time sync (Source: www.houseblend.io). Integration approaches range from simple native connectors to full custom APIs; each has trade-offs in cost, complexity, and flexibility. Prebuilt SuiteApps (e.g. NetSuite's native connector) can be installed quickly, often in 2–4 weeks, at relatively low cost (starting around $200/month) for standard use cases (Source: www.brokenrubik.com). In contrast, integration-platform-as-a-service (iPaaS) solutions like Celigo and Dell Boomi offer far greater customization and multi-channel support but at higher technical and licensing expense (Source: www.brokenrubik.com) (Source: quickbookstoerp.com). Custom-coded integrations (using Shopify APIs and NetSuite SuiteScript/RESTlets provide ultimate flexibility but typically cost tens or hundreds of thousands in implementation and ongoing maintenance (Source: www.uncap.com) (Source: quickbookstoerp.com).

This report provides an in-depth guide for e-commerce founders on Shopify–NetSuite integration. We first review the background and business drivers for integration, then detail the technical architecture and data flows involved. We compare major connector options (native SuiteApps, iPaaS middleware, custom code, and no-code tools), assessing their costs, features, and ideal use cases. We present concrete cost ranges and implementation timelines, drawing on industry analyses and quotes from integration experts (Source: quickbookstoerp.com) (Source: www.uncap.com). Case studies from diverse brands – ranging from a cosmetics retailer to a high-tech manufacturer – illustrate real-world outcomes and ROI from integration (Source: www.houseblend.io) (Source: www.houseblend.io). Finally, we discuss practical setup steps (Shopify app creation, NetSuite role/ TBA configuration, mapping) and explore future trends (AI-driven workflows, omnichannel commerce) that will shape how founders approach ERP connectivity (Source: www.thenetsuitepro.com) (Source: www.cio.com). Throughout, we cite official documentation and industry reports to substantiate best practices, pricing, and performance claims.

Introduction and Background

Modern commerce demands that **front-end sales channels and back-office systems operate in sync**. Shopify is one of the world's most popular e-commerce platforms, with *millions* of merchants across 175+ countries using it to run online stores (Source: www.streetinsider.com). Meanwhile, Oracle NetSuite is a leading cloud ERP managing finance, inventory, fulfillment, and multi-site operations for tens of thousands of companies (over 43,000 customers globally as of 2025) (Source: erppeers.com). A thriving retailer might use Shopify for a fast, flexible storefront and multiple sales channels (including Shopify POS in brick-and-mortar stores), while NetSuite handles accounting, purchasing, inventory management, and complex reporting. **Without integration, these systems remain siloed**: orders must be manually re-entered into NetSuite, inventory is updated in two places, and financials are reconciled by hand. At low volumes (e.g. a few dozen orders per day), such spreadsheets or CSV-based workarounds can suffice, but as order volume grows they quickly become error-prone and unscalable (Source: www.houseblend.io) (Source: www.thescxchange.com).

Industry surveys highlight the **high stakes of poor integration**. According to Cleo's 2021 survey of supply-chain companies, 74% of respondents lost more revenue in 2020 due to integration issues than in 2019, and 88% admitted they lost orders because of failed data flows (Source: www.thescxchange.com). In fact, 66% of companies estimated up to $500,000 in lost revenue in one year from bad integrations, and 10% lost more than $1 million (Source: www.thescxchange.com). Conversely, expert analysts emphasize that *breaking down data silos is critical for efficiency*: roughly 73% of businesses consider the elimination of siloed systems "very important" to productivity (Source: www.houseblend.io). Gartner and consulting firms warn that ERP projects without solid integration strategies are prone to failure (Source: www.panorama-consulting.com). Therefore, connecting Shopify and NetSuite is not just a convenience but a necessity for scaling: it centralizes data, prevents overselling, automates accounting, and supports omnichannel growth (Source: www.houseblend.io) (Source: www.panorama-consulting.com).

Historical evolution: ERP–e-commerce integration has evolved from clunky on-premise solutions to flexible cloud-based APIs. In the past, retailers might have used EDI or manual file transfers between legacy systems. The rise of cloud ERPs (NetSuite was founded in 1998 as a pioneer cloud ERP) and cloud commerce platforms (Shopify since 2006) has dramatically simplified integration via modern web APIs. Notably, Oracle's 2016 acquisition of NetSuite ($9.3B) and its 2021 acquisition of FarApp (the company behind the original NetSuite–Shopify connector) have increased focus on baked-in connectors (Source: www.houseblend.io). Today, thousands of retailers link Shopify and NetSuite in production. According to an official Shopify case study, over **3,700 retailers** rely on real-time Shopify–NetSuite integration to grow from startup to scale (Source: www.houseblend.io). These companies leverage Shopify's easy storefront management and multi-channel reach (POS, social commerce, etc.) together with NetSuite's strengths in inventory, fulfillment, and financial automation (Source: www.shopify.com) (Source: www.houseblend.io).**Why integrate Shopify and NetSuite:** Integration brings four key benefits:

1. **Eliminate Manual Work:** As one integration expert summarizes, connecting the platforms means to "stop doing data entry and start doing actual work." Without integration, staff must upload orders to NetSuite or copy inventory changes by hand (Source: www.brokenrubik.com) (Source: www.houseblend.io). Automating these flows frees teams to focus on growth rather than repetitive tasks.
2. **Prevent Overselling and Stockouts:** Syncing inventory live from NetSuite into Shopify ensures stock levels are accurate online. Overselling is virtually eliminated because Shopify always reflects real-time quantities (Source: www.houseblend.io). Similarly, orders that come through Shopify instantly reserve stock in the ERP. Several case studies report achieving 99%+ inventory accuracy after integration, up from far lower levels before (Source: www.nexustransformation.com).
3. **Centralize and Simplify Data:** With integration, Shopify becomes a "front-end extension" of NetSuite. Shopify handles storefront logic (pricing, promotions, variants), while NetSuite remains the master for inventory, item definitions, and accounting. Integration makes them "extensions of the same data source," avoiding dual-entry errors (Source: www.houseblend.io) (Source: www.houseblend.io). For example, customers and orders entered on Shopify auto-create or update records in NetSuite, including payments or refunds. Enabling two-way sync (where needed) lets changes in NetSuite (like bulk price updates) push to Shopify catalog as well.
4. **Scale Omnichannel Commerce:** A robust integration scales smoothly as you add channels. When a business opens new Shopify storefronts, Shopify POS locations, or B2B wholesale portals, those sales flows automatically feed into NetSuite without hiring more staff (Source: www.houseblend.io). Shipments processed in NetSuite warehouses or third-party logistics providers (3PLs) can automatically update Shopify customers with tracking info. Retailers cited in integration case studies often emphasize that the integrated system handled huge sale events (e.g. Black Friday) seamlessly, whereas prior manual or fragile processes would have collapsed (Source: www.houseblend.io).

Overall, **Shopify–NetSuite integration is now a proven strategy for growing brands**. It combines the agility of a modern e-commerce front end with the robustness of a cloud ERP back end. The rest of this report details *how* to connect these systems, exploring connector options, costs, data flows, and real-world examples of implementations.

Integration Architecture and Data Flows

Connecting Shopify and NetSuite involves synchronizing multiple core data entities and workflows. Table 1 summarizes the typical objects and their sync directions in a Shopify⇄NetSuite integration:

ENTITY	SHOPIFY DATA	NETSUITE RECORD	SYNC DIRECTION	KEY CONSIDERATIONS
Products & SKUs	Shopify **Products & Variants** (SKUs, titles, descr., images, prices)	NetSuite **Item Records** (Inventory/Sales Items)	Bi-directional (initial import, then NS → Shopify)	NetSuite usually holds the master item catalog. Map Shopify variants to NetSuite items. Handle multi-variant (size/color) mapping and ensure SKUs match. Initial import often seeds Shopify from NetSuite, with later NetSuite changes (e.g. price books) pushed to Shopify.
Pricing	Shopify **Variant Prices**, discounts	NetSuite **Price Levels**, Price Books	Usually NS → Shopify	NetSuite often controls official pricing (including B2B or customer-specific price books). Pricing or discounts updated in NetSuite can be pushed to Shopify. Shopify discount codes generally do not sync back. Avoid conflicting price rules.
Inventory	Shopify **Inventory Levels** (per location)	NetSuite **Inventory Modules** (On-Hand qty per location)	NS → Shopify (near real-time or scheduled)	NetSuite is assumed source of truth for stock. Typically use NetSuite's multi-location inventory: each warehouse/3PL must be mapped to a Shopify location. Decide on real-time webhooks vs batch sync frequency. Properly configure "locations" so NetSuite location IDs align to Shopify locations.
Customers	Shopify **Customer Accounts** (names, emails, addresses, tags)	NetSuite **Customer/Contact Records**	Shopify → NetSuite (on create/update)	Avoid duplicates by matching on email or unique fields. Map Shopify customer tags/groups to NetSuite classes or custom fields if needed (e.g. to identify B2B vs B2C). Consider Shopify's Guest checkout handling.
Orders	Shopify **Orders** (line items, shipping, payment info)	NetSuite **Sales Order** (or Cash Sale)	Shopify → NetSuite	Most integrations create a Sales Order or Cash Sale in NetSuite for each Shopify order. Map each Shopify line item to the correct NS item by SKU. Include taxes, shipping, discounts, and payment info. Decide whether to create invoices or cash sales. Multibook (across subsidiaries) mapping may be needed.
Payments	Shopify **Transactions** (payment amount, gateway)	NetSuite **Customer Deposits or Payment Records**	Shopify → NetSuite (if using NS for AR)	If NetSuite will track payments, push transaction data. Some flows simply record the payment in NetSuite AR as a deposit. Complex flows may carry Stripe or PayPal transaction details into NetSuite.

ENTITY	SHOPIFY DATA	NETSUITE RECORD	SYNC DIRECTION	KEY CONSIDERATIONS
Fulfillments	Shopify **Fulfillment/Shipment** events (tracking numbers, carrier)	NetSuite **Item Fulfillment** records	NetSuite → Shopify (or vice versa)	If NetSuite is fulfilling (e.g. via in-house warehouse or 3PL), then when NetSuite ships an order, send tracking info back to Shopify so customers get updates. Alternatively, for Shopify fulfillment, you might sync shipping events from a Shopify 3PL integration into NetSuite.
Returns/Refunds	Shopify **Refunds & Returns**	NetSuite **Credit Memo/Return Authorization**	Shopify → NetSuite	Map returned items to credit memos or return auths in NetSuite. Handle restocking logic. Some connectors treat refunds as negative orders; others explicitly create credit memos. Must align Shopify refund reasons with NetSuite credit logic.
Taxes	Shopify **Order Taxes**	NetSuite **Sales Tax Liabilities/Tax Lines**	Shopify → NetSuite	Include Shopify's tax breakdown on orders in the NetSuite sales order (so tax expense and liability automatically recorded). Ensure NetSuite's tax codes/jurisdictions align with Shopify's settings. Some connectors push tax as separate GL lines.

Table 1: Sample data entities and synchronization directions in a Shopify–NetSuite integration. (Shopify data flows to NetSuite for orders/customers, while NetSuite usually drives product, inventory, pricing out to Shopify.)

On the technical side, integration solutions typically leverage APIs and webhooks. **Shopify** offers REST (and GraphQL) Admin APIs and real-time webhooks. A common design is to use Shopify webhooks (e.g. `orders/create`, `customers/create`) as triggers: when an order is placed, Shopify sends a webhook POST with the order JSON. An integration (middleware or custom code) receives this, processes the data, and then calls NetSuite's API to create a corresponding sales order. Similarly, Shopify inventory update webhooks can trigger an inventory push from NetSuite to Shopify. Shopify's GraphQL Admin API can also be used for batch queries (e.g. syncing large product catalogs or pulling historical data).

On the **NetSuite** side, data is exchanged via SuiteTalk (SOAP/REST web services) or RESTlets (custom SuiteScript endpoints). The integration must authenticate with NetSuite (often via Token-Based Authentication). Many connectors establish a NetSuite *Integration record* and assign a dedicated *Integration Role* (with appropriate permissions for creating orders, customers, etc.) (Source: www.thenetsuitepro.com) (Source: www.thenetsuitepro.com). For pushing data into NetSuite, a common pattern is to use RESTlets – custom scripts deployed in NetSuite that expose a JSON endpoint for creating records. For example, an integration might POST to a RESTlet URL to create a Sales Order based on Shopify's order JSON. Conversely, to push data out (like product updates or inventory), the middleware might query NetSuite via SuiteTalk for current item quantities and then call Shopify's API to update those values.

High-level flow: A typical order sync flow might be:

1. Customer places an order on Shopify.
2. Shopify fires an `orders/create` webhook to the integration platform.
3. The integrator parses the Shopify order JSON (mapping SKUs, addresses, payment).
4. It then calls NetSuite (via a RESTlet or SuiteTalk) to create a Sales Order (or a Cash Sale). Inventory for those items is reserved.
5. NetSuite processes the order (invoicing/fulfillment) according to back-office workflows. When fulfillment happens (in NetSuite or a connected 3PL), a tracking number is returned via NetSuite to Shopify (if configured).
6. Separately, a scheduled or triggered inventory sync push runs (e.g. every 5–15 minutes) to update Shopify's inventory levels with the latest on-hand from NetSuite.

7. Customer or refund data similarly flows from Shopify to NetSuite as needed.

Master source of truth: In practice, most deployments treat Shopify as the "source of truth" for new orders and customer-facing interactions, while NetSuite is authoritative on inventory, pricing, and accounting. This must be planned: for instance, NetSuite typically owns pricebooks (so price changes happen in NetSuite and propagate to Shopify), and mobile POS sales (Shopify POS) should feed into NetSuite as well. Some advanced setups may allow a limited two-way sync (e.g. editing product descriptions in NetSuite or Shopify and reflecting it in the other), but it is crucial to designate which system has priority on each field to avoid conflicts.

Integration platforms (middleware/iPaaS) sit in the middle: they receive webhooks from Shopify and call NetSuite APIs (and vice versa.) For example, Celigo, Dell Boomi, MuleSoft, and others offer pre-built "connectors" or templates that know how to translate between Shopify's data model and NetSuite's. In contrast, **point-to-point SuiteApps** (like the native NetSuite Connector) link the systems directly with a fixed set of flows. We will compare these approaches next.

Connector Options: From SuiteApp to iPaaS to Custom

There are three fundamentally different approaches to integration, each with trade-offs in agility, control, and cost (Source: www.brokenrubik.com) (Source: www.uncap.com):

1. **Native SuiteApp Connectors:** NetSuite (via its SuiteApp Marketplace) provides a built-in connector for Shopify (originally built on FarApp). Once installed, it offers a UI to map fields and runs the sync. It handles standard flows (orders → sales orders, customers, refunds, inventory updates, etc.) out of the box (Source: www.brokenrubik.com). Because it is "native" (an official Oracle app), setup is straightforward and upgrades are managed by Oracle. This path is **fastest and lowest cost** to get started for simple use cases (Source: www.brokenrubik.com). In practice, founders with a single Shopify store, a straightforward product catalog, and standard fulfillment often find the SuiteApp sufficient. For instance, the SuiteApp can get a shop live in **2–4 weeks** with minimal coding needed (Source: www.brokenrubik.com). On Shopify's App Store, the NetSuite ERP Connector starts at about **$199.92 per month** (with higher tiers for B2B features) (Source: apps.shopify.com) (Source: www.shopdigest.com).

   Pros: Quick deployment; well-supported by Oracle; good for standard flows. **Cons:** Limited flexibility; customization (e.g. split shipments, unusual discounts, etc.) is hard or impossible. The native connector may struggle with Shopify Markets (multi-region, multi-currency), advanced B2B catalogs, or very high-volume scenarios (batch processing can lag). Founders should verify their requirements fit within the SuiteApp's capabilities. BrokenRubik notes the native approach *"struggles with ... multi-currency, complex fulfillment logic, and high-volume where batch lag is an issue"* (Source: www.brokenrubik.com).

   Notably, the SuiteApp supports **Shopify B2B (Wholesale)** via a special configuration. Oracle's documentation on "Integrating Shopify B2B with NetSuite" explains that the NetSuite Connector must be authorized on the Shopify B2B account and will add an "Order Type" column to distinguish B2B orders (Source: docs.oracle.com). This ensures wholesale orders (with different pricing, tax treatments, etc.) flow correctly into NetSuite. The SuiteApp effectively has a "B2B edition" at $249.92–$916.58/month (Shopify App pricing) for advanced use (Source: www.shopdigest.com).

2. **Integration Platforms (iPaaS):** For most mid-market and enterprise brands, dedicated middleware offers the best balance of flexibility and maintainability. Leading iPaaS vendors like **Celigo** and **Dell Boomi** provide visual flow designers, error monitoring dashboards, and prebuilt integration templates for Shopify–NetSuite. Celigo in particular is widely adopted for Shopify integrations: it offers a "Shopify–NetSuite Integration App" with configurable flows (Source: docs.celigo.com). From within Celigo's platform, you simply set up connections (API keys) to Shopify and NetSuite and adjust any field mappings. The flows (customers, orders, inventory, etc.) are then managed by Celigo in real time or in intervals. Celigo's "Starter" edition will sync orders, customers, fulfillments, and inventory; its higher editions add items export, refunds, and even Shopify Markets support (Source: docs.celigo.com) (Source: docs.celigo.com).

   Boomi and MuleSoft are similar middleware but more general-purpose and enterprise-focused (used when many systems beyond just Shopify need integrating). They typically require a larger integration team or partner. Boomi, for instance, is often selected by larger retailers handling multiple e-commerce channels and ERPs; it can orchestrate complex workflows across Shopify, NetSuite, Salesforce, marketplaces, and warehouses all from one platform.

   Costs: Middleware is significantly more expensive than native connectors. Celigo connectors are typically on the order of **$500–$1,500 per month per connection** (Source: quickbookstoerp.com), so a single-store implementation often runs $5K–$10K/year. QuickBooks-to-ERP estimates 3+ channel Celigo deployments at $15K–$40K per year in subscription fees (Source: quickbookstoerp.com). Dell Boomi and MuleSoft have even higher licensing: Boomi often starts in the $30K–$80K/year range and MuleSoft $80K+ (Source: quickbookstoerp.com). (For

comparison, Jitterbit is a mid-tier iPaaS at ~$20K–$50K/year (Source: quickbookstoerp.com), and SPS Commerce focuses on EDI-intensive flows at $10K–$25K/year (Source: quickbookstoerp.com).) Implementation services for iPaaS will also add to cost. The Total Cost of Ownership for iPaaS is higher, but it enables much more customization – for example conditional logic (split one Shopify order into multiple NetSuite warehouses) and real-time error handling.

Pros: Extremely flexible; can handle multi-store, multi-system, and complex business logic; robust monitoring and error recovery. **Cons:** Higher license fees; steeper learning curve or need for experienced middleware consultants. Larger brands often justify this by requiring automated support for dozens of data flows (Shopify, Amazon, 3PLs, PIMs, etc.) in one place. As one expert notes, Celigo is "the most widely deployed iPaaS for NetSuite," whereas pure connector/SuiteApp solutions are "fixed pipelines" (Source: www.houseblend.io) (Source: www.panorama-consulting.com).

3. **Custom-Built Integration:** The ultimate approach is to develop a bespoke integration, using Shopify's APIs and NetSuite's SuiteScript/REST APIs directly in code. Tech teams write custom web services (often hosted on AWS, Heroku, or in NetSuite itself via Suitelets/RESTlets) to process Shopify webhooks and call NetSuite APIs, and vice versa. Custom integration offers **maximum control**: you can implement any required logic that standard tools lack (complex B2B pricing rules, advanced bundle or kitting logic, unusual accounting, etc.). However, it is the most expensive and risky. Uncap's analysis estimates a custom Shopify–NetSuite build costs **$25K–$150K+** in development (Source: www.uncap.com), plus ongoing hosting and maintenance ($1K–$5K/month or more) (Source: www.uncap.com). You also assume full responsibility: when Shopify or NetSuite updates their API, your team must update the code.

   Pros: Tailored exactly to unique requirements; no recurring middleware fees. **Cons:** High upfront dev cost; long implementation time (often months); requires skilled developers familiar with both platforms; high maintenance (essentially in-house middleware). For very large B2B businesses with idiosyncratic needs, custom may be the only option. Most growing e-comm brands, however, find that prebuilt connectors or iPaaS offer adequate extensibility for a fraction of the cost. For example, integrating a single Shopify store via Celigo or a SuiteApp may cost $5K–$30K up front, whereas a fully custom integration could easily exceed $50K (Source: www.uncap.com) (Source: www.uncap.com).

Other Tools: Beyond these three categories, there are hybrid approaches and simpler tools worth noting. No-code platforms like **Zapier** or Workato offer pre-built "Zaps" or "Recipes" connecting Shopify to NetSuite for very limited flows (e.g. "When new Shopify order, create a record in NetSuite"). Zapier even advertises a free tier for basic tasks (Source: zapier.com). However, Zapier's ERP support is quite limited and usually not used for production-level order sync unless volumes are very low or for one-off automations. *Workato* provides stronger enterprise integrations that could handle Shopify–NetSuite, but usually still in the iPaaS category (with subscription costs similar to Celigo). EDI-focused solutions (like SPS Commerce) can integrate orders/inventory with NetSuite but require an EDI/ASN context and are more standard for large retail/Electronics customers.

Comparison Table: Table 2 contrasts these main approaches:

INTEGRATION APPROACH	EXAMPLES	IMPLEMENTATION EFFORT & COST	ONGOING COSTS	BEST USE CASES
NetSuite Native Connector (SuiteApp)	Oracle's NetSuite ERP Connector (by FarApp)	Implementation: Weeks–1 month (low professional time). Cost: $0–$5K (configuration services) (Source: www.uncap.com).	$200–$800/month SaaS fee (Shopify pricing tiers) (Source: www.uncap.com)	Single-store Shopify (DTC) with standard catalog and orders. Lower-volume brands (<500 orders/day) that need standard order→ERP sync and basic inventory updates.
iPaaS (integration platform)	Celigo, Dell Boomi, Jitterbit, Workato, SnapLogic	Implementation: 1–3 months. Professional fees $5K–$30K+ for setup/mapping (Source: www.uncap.com).	$500–$3,000/month+ (per integration or base fee) (Source: www.uncap.com); Celigo often $15K–$40K/year; Boomi/MuleSoft $30K–$150K+.	Growing multi-channel ecommerce brands with customization needs. Sellers adding Amazon, Shopify Plus, B2B portals, 3PL integrations. Need real-time inventory and conditional logic.
Custom Code / APIs	In-house or agency-built using Shopify & Netsuite RESTlets	Implementation: many months. Dev cost $25K–$150K+ (Source: www.uncap.com) (depending on complexity).	Maintenance $1K–$5K+/month (support, hosting) (Source: www.uncap.com)	Enterprises with very complex, unique flows that outstrip what connectors offer, or with specialized compliance requirements. When iPaaS limits are reached.
No-Code/Lightweight Tools	Zapier, Workato, native CSV imports	Implementation: Days–weeks. Very low cost (Zapier has free plan, Workato requires plan)	Up to $50–$300/month for premium plans	Small businesses or point workflows. E.g. send Shopify leads to NetSuite customer list, or small order automation for low volume (≤100 orders/day). (Not for full retail operations.)

Table 2: Comparison of Shopify–NetSuite integration approaches (SuiteApp vs. iPaaS vs. Custom). Cost data from Uncap and Celigo sources (Source: www.uncap.com) (Source: quickbookstoerp.com).

Data Mapping and Configuration

Regardless of the chosen platform, a detailed data mapping and configuration plan is crucial. Key steps include:

- **Field Mapping:** Identify which Shopify fields map to which NetSuite fields. Most out-of-box connectors handle common mappings (email→customer, line item SKU→Item Name/SKU, address fields, etc.), but custom fields or tags must be manually configured. For example, if you use Shopify's built-in "Customer Tags" or Shopify Plus's wholesale customer features, you may need to map those to custom fields or classes in NetSuite. Many implementations extend NetSuite with custom records to hold Shopify order IDs, sync statuses, and other metadata.
- **Multi-currency and Multi-location:** If you use Shopify Markets (selling in multiple currencies) and NetSuite OneWorld (multiple subsidiaries/currencies), the integration must align currency and subsidiary settings. Similarly, if you have multiple NetSuite locations/warehouses, ensure each is linked to the correct Shopify location. A mismatch can cause wrong inventory heights or lost stock.
- **Integration Roles & Authorization:** As NetSuitePro guides emphasize, create a dedicated **integration role** in NetSuite (Source: www.thenetsuitepro.com). For example, you might name it "Shopify Integration Role". Give it only necessary permissions (Web Services full, REST full, and rights to Sales Orders, Cash Sales, Customers, Items, etc.) (Source: www.thenetsuitepro.com). This improves security and makes credentials management cleaner. Enable **Token-Based Authentication (TBA)** in NetSuite (SuiteCloud > Setup > Enable Features) (Source:

www.thenetsuitepro.com) and create an Integration Record (Setup > Integrations > New) to generate a consumer key/secret. These credentials are used by the connector or middleware to authenticate as the integration role. Similarly, on Shopify side, one must create a **Custom App** (under Shopify Admin > Settings > Apps) with the required API scopes (Source: www.thenetsuitepro.com), and copy the resulting Admin API token.

- **Testing and Sandbox:** Always test integration thoroughly in a sandbox environment. Replicate products, customers, and a few test orders in Shopify and verify the corresponding NetSuite records. Catastrophic errors (e.g. mapping 1000 orders incorrectly) must be caught in a safe environment. TheNetSuite Pro guide explicitly warns to "skip or rushing this step leads to errors" if care is not taken with roles and sandbox setup (Source: www.thenetsuitepro.com) (Source: www.thenetsuitepro.com).
- **Going Live:** After configuration and testing, switch the integration to production modes. Monitor initial syncs closely. Check that every Shopify order appears as expected in NetSuite, and vice versa for inventory. Set up alerts for failed records.

Implementation Steps and Setup Guide

Below is a high-level setup checklist. Specific steps will vary by connector choice (native app, Celigo, etc.), but the general process is similar.

1. **Prepare Shopify:**
    - Ensure your Shopify plan supports the needed API usage. (E.g., Shopify Plus gives higher API rate limits; Shopify Plus/B2B if doing wholesale.) (Source: www.thenetsuitepro.com).
    - Create a **Shopify Custom App** (Shopify Admin > Settings > Apps > Develop Apps) specifically for NetSuite integration (Source: www.thenetsuitepro.com). This app will generate API credentials.
    - Assign the needed **API Scopes** to the app: at minimum, read/write access to Products, Inventory, Orders, Fulfillments, Customers, and (if doing refunds) the Refund scope (Source: www.thenetsuitepro.com). Without correct scopes, API calls will get "access denied" errors. After setting scopes, click "Install" to get the **API Token** (Shopify will show the Admin API access token once). Save this token/key securely.
    - Obtain your Shopify Store URL (e.g. `myshop.myshopify.com`) which the connector will use to target the store.
2. **Prepare NetSuite:**
    - Decide whether to use a NetSuite Sandbox for initial integration (recommended). Pursue a sandbox refresh if you need real data.
    - **Create an Integration Role**: (NetSuite Setup → Users/Roles → Manage Roles → New) – e.g. "Integration – Shopify". Grant it Web Services and REST Web Services (Full) permissions, plus access to records you'll sync (Customers, Items, Transactions like Sales Orders/Cash Sales, etc.) (Source: www.thenetsuitepro.com). Save.
    - **Enable Token-Based Authentication (TBA)** in NetSuite (Setup → Company → Enable Features → SuiteCloud): check SOAP Web Services, REST Web Services, and Token-based Auth (Source: www.thenetsuitepro.com).
    - **Make an Integration Record:** (Setup → Integrations → Manage Integrations → New). Name it (e.g. "Shopify Link"). Ensure "Token-Based Authentication" is checked. After saving, copy the **Consumer Key** and **Consumer Secret** from the new record. These pair with the **Token ID** and **Token Secret** which are generated next.
    - **Assign and Authorize:** Create a new **Integration User** (under Setup → Users/Roles) that will perform the integration calls. In Access tab of that user, assign the custom Integration Role above. Then go to the Integration record (Setup → Integrations → Manage Integrations), click "New Access Token" for your Integration Record and select the integration user and role. NetSuite will generate a **Token ID** and **Token Secret}}. Save all credentials (consumer key/secret and token id/secret) securely.
3. **Install or Configure the Connector:**
    - **SuiteApp:** If using Oracle's NetSuite Connector SuiteApp, install it (either via NetSuite's SuiteApp repository or through Shopify's App Store). In the connection settings, you will typically enter your NetSuite account (account ID, consumer credentials, token credentials) and your Shopify store name/key. Map the standard fields via the interface (customer, order, item fields). Define sync schedules or enable real-time modes as the connector allows.
    - **Celigo or other iPaaS:** If using Celigo's Integration App, sign up for Celigo, install the "Shopify–NetSuite Integration" app from their marketplace. In Celigo, set up a **NetSuite Connection** using the NetSuite account ID and the above credentials (role/user keys). Set up a **Shopify Connection** with your store name and API token. Choose or import the Shopify→NetSuite and NetSuite→Shopify flows. Map any custom fields (Celigo provides a UI). Configure each flow's trigger (e.g. push every 5 min, or webhook). Test by manually running each flow.
    - **Boomi/MuleSoft:** Follow vendor documentation to configure connectors. For Boomi, for example, you'd use the Boomi user interface to add a NetSuite connector component (with credentials) and a Shopify connector component. Then chain them with the data mapping.

- **Custom Code:** Develop or deploy scripts. For instance, you might create a Node.js or Python service with routes: one route receives a Shopify webhook and creates a NetSuite sales order (via a NetSuite RESTlet endpoint from SuiteScript). Another route might expose a RESTlet for NetSuite to call (if even needed). Host these on a reliable server/ cloud function. Thoroughly test each endpoint with sample JSON payloads.

4. **Testing:** Before going live, run extensive tests:
   - Create a few test customers, products, and orders in Shopify. Verify they appear correctly in NetSuite (with correct pricing, taxes, item fulfillment).
   - Update NetSuite records (e.g. change an item price or inventory, if expecting two-way sync) and check if Shopify reflects the change.
   - Test refunds/returns: issue a partial refund in Shopify and ensure NetSuite creates the corresponding credit memo.
   - Validate high-volume scenarios (simulate multiple orders), and review for duplicates or errors.
   - Document any differences (e.g. how cancellations are handled, how backorders are treated).
5. **Go-Live and Ongoing:** Once testing is satisfactory, enable the integration in production mode. Continue to monitor sync logs daily at first. Look out for common issues like failed records (e.g. an order failed to sync due to a missing SKU) and fix them quickly. Integration dashboards (especially in iPaaS) often show queued errors that need manual review.

Throughout, **maintain separation of environments**: use a sandbox or test store before touching live data. Also, plan for a rollback strategy (e.g. first launch on a Sunday night, with rollback plan) in case massive errors occur.

Costs and Budgeting

Understanding cost implications is critical. Costs fall into **two categories**: (1) *Software/License Costs* and (2) *Implementation/Service Costs*. We summarize estimated ranges below (reflecting current 2026 market data):

- **Native SuiteApp:** The NetSuite ERP Connector's cost is a flat subscription. In Shopify's app store it starts at **$199.92/month** for the basic B2C edition (Source: apps.shopify.com). Higher tiers for Shopify Plus and B2B add features (up to $916.58/month for advanced B2B, as shown on the Shopify listing (Source: www.shopdigest.com). If a company already has NetSuite licenses, the SuiteApp fee is additional. Implementation cost is low – often just a few days of consultant time (0–$5K) for setup (Source: www.uncap.com) and field mapping. Thus total first-year cost might be in the $2,500–$10,000 range (including 12× subscription + a bit of setup time).

- **Celigo (iPaaS) Pricing:** Celigo's Integration Apps are typically tiered. QuickBooks-to-ERP reports that each Celigo integration app ranges roughly **$500–$1,500 per month** depending on order volume (Source: quickbookstoerp.com). A single Shopify-NeツSuite connector often runs around $750/month (about $9K/year) in practice (Source: quickbookstoerp.com). An example breakdown: $750/mo for Shopify<>NetSuite and maybe another $900/mo if adding Amazon, plus a $500/mo platform base fee – totaling ~$2,150/mo (≈$26K/yr) (Source: quickbookstoerp.com). Implementation fees for Celigo projects are on the order of $10K–$30K one-time (for setup/mapping) (Source: quickbookstoerp.com). Thus a multi-channel Celigo solution might be $30–$40K first year (including licenses and setup).

- **Boomi / MuleSoft:** These enterprise platforms usually involve enterprise licensing. Sources indicate Boomi costs on the order of **$30K–$80K per year** for a typical setup (Source: quickbookstoerp.com), and MuleSoft often exceeds $80K/year. Implementation consulting can run $30K–$100K for a medium integration. Thus, Boomi/MuleSoft is best reserved for large organizations with complex needs.

- **Custom Integration:** Building a custom solution can cost **$25K–$150K+** to develop (Source: www.uncap.com). The wide range depends on developer rates and complexity. For example, $25K might cover a basic developer-built connector with limited features, whereas $100K+ would cover a highly customized 4–5 months' development by a team. In addition, budget $1K–$5K per month post-launch for hosting and maintenance of the integration code (Source: www.uncap.com). This option has no license fee per se, but the labor cost is the main expense.

- **Zapier / No-Code Apps:** Zapier's pricing tiers (as of 2026) range from free up to several hundred dollars per month for high-volume use. A basic Shopify→NetSuite integration might operate under a free or $30/mo plan if it only does a handful of zap executions per month (Source: zapier.com). Workato's pricing is generally in the few thousand per year range for small businesses. These can be almost negligible costs if only "nice-to-have" workflows are automated (not core order sync).

In summary, **annual integration platform fees can run from under $3K for a simple SuiteApp approach up to $40K–$50K for full-featured iPaaS**. Implementation (one-time) costs likewise span from near zero (configure the SuiteApp yourself) to $30K+ for an iPaaS rollout or more for custom code. Figure 1 visualizes these approximate ranges:

CONNECTOR TYPE	ONE-TIME IMPLEMENTATION	ANNUAL SUBSCRIPTION/LICENSE
NetSuite SuiteApp	$0 – $5,000 (self or consultant) (Source: www.uncap.com)	$2,400 – $10,000 (roughly $200–$800/mo) (Source: www.uncap.com)
Celigo iPaaS	$5,000 – $30,000 (setup) (Source: www.uncap.com)	$15,000 – $45,000 (for several connectors) (Source: quickbookstoerp.com) (Source: quickbookstoerp.com)
Dell Boomi / MuleSoft / Jitterbit	$20,000 – $100,000+ (complex build)	$30,000 – $150,000+ (enterprise license) (Source: quickbookstoerp.com)
Custom (in-house dev)	$25,000 – $150,000+ (Source: www.uncap.com)	$12,000 – $60,000 (ongoing dev/hosting) (Source: www.uncap.com)
Zapier / Workato (basic)	$0 – $1,000 (minimal)	Free – $5,000 (few workflows) (Source: zapier.com)

Table 3: Illustrative cost ranges for different Shopify–NetSuite integration approaches. (Sources: Uncap (Source: www.uncap.com) (Source: www.uncap.com), QuickBooks-to-ERP (Source: quickbookstoerp.com), and vendor pricing data (Source: quickbookstoerp.com) (Source: zapier.com).)

ROI analysis varies, but consider: even a few days saved per week of manual work can quickly justify these fees. For example, a case study retailer reported saving an **estimated $200,000** per year by eliminating manual order entry with a Celigo integration (Source: www.houseblend.io). Another eliminated the need for two full-time inventory clerks after an ERP sync was implemented (Source: www.houseblend.io). These savings, along with avoided stockouts and faster closes, often outweigh the integration costs in one to two years.

Case Studies & Real-World Examples

Many growing brands across industries have successfully linked Shopify with NetSuite. The following case summaries highlight diverse scenarios, connectors, and outcomes (Source: www.houseblend.io) (Source: www.houseblend.io):

- **Beauty & Cosmetics (Sol de Janeiro):** This fast-growing Brazilian beauty brand had outgrown a manual CSV update process between Shopify and NetSuite, leading to inventory tracking errors. Shopify partner Jade Global used Celigo to build a real-time integration covering orders, inventory, products (including bundles and landed-cost tracking in NetSuite). Post-integration, the client *"eliminated manual inventory reconciliations"* and ensured accurate financials and stock levels (Source: www.houseblend.io). The streamlined system handled complex product bundles seamlessly, a task the old process could not do.
- **Manufacturing (Diamond Foundry):** A manufacturer of lab-grown diamonds, Diamond Foundry needed to connect its Shopify direct-to-consumer store with NetSuite and ShipStation (3PL). Using **Dell Boomi**, the integration made NetSuite item records sync to Shopify, Shopify orders flow into NetSuite, and fulfillment updates push to ShipStation in real-time. All order entry became automatic. As a result, **manual order entry was eliminated**, giving the operations team immediate end-to-end visibility (Source: www.houseblend.io). Diamond (a tech-heavy manufacturer) benefitted from Boomi's flexibility to integrate a 3PL.
- **Apparel Retail (Tone It Up):** This fitness lifestyle brand initially spent hours entering data twice (Shopify and NetSuite). They adopted Folio3's prebuilt Shopify–NetSuite connector. The moment data entered Shopify, it automatically created the corresponding NetSuite records (and vice versa for inventory and refunds). The connector's automation of orders, customers, and returns *"eliminated duplicate data entry"* (Source: www.houseblend.io). With routine synching, the team could focus on promotions and fulfillment instead of back-office reconciliation.
- **Eyewear Retail (eyebobs):** Experienced rapid growth on Shopify + Amazon, but a fragile custom integration frequently broke under load. On one Black Friday, the custom integration crashed, forcing 30 staff to manually re-key orders (Source: www.houseblend.io). The solution was to ditch the broken setup and implement **Celigo's Shopify–NetSuite Integration App**. With Celigo, eyebobs could handle high-volume sale events flawlessly – **"orders reliably drop into NetSuite"** – and almost all manual entry was eliminated (Source: www.houseblend.io). In concrete terms, eyebobs saved **approximately $200,000** by automating these processes (Source: www.houseblend.io). The new system scaled growth without hiring extra data-entry headcount.

- **Health & Nutrition (Perfect Keto):** A supplements brand grew 600%+ selling on Shopify and Amazon but was using QuickBooks plus an inventory tool; thousands of orders per day were handled by manual exports, causing stock mistrust and slow month-end closes (Source: www.houseblend.io). To scale, they implemented NetSuite and connected both Shopify and Amazon to it via **Celigo integrator.io**. Their bespoke integration handled complex discounting and bundle pricing logic (Source: www.houseblend.io). Once live (during a busy holiday season), **all Shopify/Amazon orders flowed automatically into NetSuite** and to the 3PL. The impact was dramatic: Perfect Keto **cut its financial closing time by two-thirds**, freed 15 staff-days per month, and saved many thousands in temporary labor (Source: www.houseblend.io). Management gained real-time inventory visibility and could make data-driven decisions instead of "flying blind" (Source: www.houseblend.io).

- **Outdoor Apparel (Topo Designs):** An adventure gear retailer with 500–3,000 daily orders had been using QuickBooks + Stitch Labs, requiring two full-time clerks just to manage stock reconciliation (Source: www.houseblend.io). A single inventory miscalculation on Shopify was overstating stock by 30%. Migrating to NetSuite on a partner's recommendation, Topo implemented Celigo's Shopify integration (in-house, without needing a developer). The operations lead deployed it quickly with no downtime (Source: www.houseblend.io). After integrating: "**we cleaned up inventory, achieved much better visibility, and even cut operating expenses by 30%**," he reported (Source: www.houseblend.io). Month-end now takes 5 days instead of weeks, and data accuracy has restored confidence. The team considers the Celigo solution a "no-brainer" versus custom code, since checking a dashboard each morning is far simpler than fixing broken scripts (Source: www.houseblend.io).

- **Wholesale Distribution (Atlantia Holdings):** A Canadian distributor selling electronics accessories managed multiple Shopify stores for different channels (Source: www.houseblend.io). Originally on a legacy ERP, they chose NetSuite for its integration strengths. An initial attempt by a lesser-known integrator failed to sync products correctly. Facing a go-live crisis, they brought in Deloitte consultants who switched to Celigo. Using Celigo's out-of-box Shopify–NetSuite App, they integrated all storefronts and even built links to an iQmetrix POS system (Source: www.houseblend.io). The Celigo solution was live in time for peak season and now centralizes all orders in NetSuite. Atlantia no longer needs an IT team – a marketing analyst simply monitors Celigo dashboards for errors (Source: www.houseblend.io). This in-house manageability further improved ROI (no extra dev costs), allowing the team to focus on growth rather than integration maintenance.

Industry Breadth: These examples cover direct-to-consumer retail (fashion, beauty, eyewear), high-volume e-commerce (supplements, apparel), and even manufacturing/distribution. They demonstrate that Shopify–NetSuite integration is relevant in **any sector needing unified commerce** (Source: www.houseblend.io). Fashion and cosmetics brands especially leverage NetSuite for financial controls alongside Shopify's marketing agility, whereas manufacturers and wholesalers use the integration to connect D2C and B2B channels to a single ERP. In all cases, the unifying feature is that the online store and back-office cease to be siloed; they become part of one automated system.

Data Analysis and Metrics

Quantitative results from industry sources underscore the benefits of integration. For instance:

- **Order Accuracy and Turnaround:** The Nexus Transformation case study (UK retailer) reports that after implementing a Boomi-based integration, *"order to NetSuite processing time"* was reduced to **2 minutes** per order, whereas previously orders were manually CSV-imported each morning (Source: www.nexustransformation.com). Inventory accuracy reached **99.4%** (up from significantly lower levels) and finance staff "recovered 6 hours/week" from reconciliation tasks (Source: www.nexustransformation.com). This example highlights how near-real-time sync eliminates daily batching delays and reduces errors.

- **Cost Savings:** The eyebobs eyewear story quantified a **$200K/year** saving by automating ordering (Source: www.houseblend.io), and Perfect Keto reported saving "thousands of dollars" by avoiding manual entry after integration (Source: www.houseblend.io). Topo Designs cut operating costs ~30% post-integration (Source: www.houseblend.io).

- **Implementation Timeframes:** In practice, straightforward integrations can be deployed very quickly. As BrokenRubik notes, a "native connector can get you live in 2–4 weeks at lower cost" if orders are simple (Source: www.brokenrubik.com). Uncap's guide similarly suggests prebuilt connector setups can cost only $0–$5K and finish in days if specifications are standard (Source: www.uncap.com). On the other hand, Celigo integrations often run 4–8 weeks of configuration and testing (Source: quickbookstoerp.com). Companies should account for this timeline in the project plan.

Survey data on integration and cloud ERP further contextualizes the decision: Cloud ERP adoption continues to accelerate (11–14% CAGR), with ~70% of new ERP projects being cloud deployments (Source: erppeers.com). Industry analysts predict that by 2026 AI and modular apps will be deeply embedded in ERP systems (Source: www.cio.com). For e-commerce founders, this means integration solutions will likely become smarter (self-healing connectors, AI for mapping) and tighter with analytics in the next few years. According to CIO sources, *"ERP systems are shifting from purely transactional to intelligent, data-driven platforms"* (Source: www.cio.com). This trend implies that integrated data (e.g. combined Shopify/NetSuite sales data) will increasingly feed advanced forecasting and AI-driven decision tools.

Future Directions and Emerging Trends

Looking ahead, several trends will shape Shopify–NetSuite integration:

- **AI and Automation:** Gartner and CIO research foresee ERP becoming more autonomous and AI-enabled (Source: www.cio.com). In practice, future connectors may include AI agents that automatically map fields, detect anomalies, or suggest fixes. For example, machine-learning could identify mismatched SKUs or flag suspect orders (fraud patterns) between systems. AI chatbots might even answer "why didn't my order sync?" by diagnosing errors.
- **Composable/Modular Architectures:** Companies are increasingly using **best-of-breed** tools (specialized PIMs, planning apps, etc.) alongside their core ERP (Source: www.cio.com). This puts more demand on integration: each new app (e.g. a custom B2B portal, a new sales channel) needs to plug into NetSuite. Thus, flexible middleware becomes even more valuable. Founders should plan an integration architecture that can accommodate adding new connectors (e.g. to Amazon, marketplaces, or IoT inventory systems) without a complete overhaul.
- **Omnichannel Expansion:** The e-commerce landscape continues to fragment into sub-channels (Shopify POS retail, multiple market-specific Shopify stores, marketplaces like Walmart, Instagram Shopping, etc.). Future integrations will need to unify **all** channels with NetSuite. Some middleware vendors now offer graphical dashboards showing multi-channel status (e.g. Celigo's dashboard for Shopify, Amazon, eBay flows). Founders will benefit from integration that supports not just one Shopify store, but multiple geo/stores runs, each in different currency.
- **Real-time vs. Batch:** Expect a shift toward more real-time event-driven integrations. Shopify's GraphQL API and webhooks already allow near-instant syncing; NetSuite's RESTlets likewise. Modern integrations (especially with high-velocity SKU sales) aim for sub-minute sync. This trend will make inventory oversells even less likely.
- **Embedded ERP Features:** In some cases, ERP capabilities are embedding into commerce platforms. For example, Shopify's growing B2B and wholesale features or its pending commerce ledger. But until ERPs like NetSuite are replaced by all-in-one solutions (unlikely in 2026), integration remains vital.
- **Blockchain and Web3:** While not mainstream in retail, some analysts suggest blockchain could be used for supply-chain and verification. It's conceivable that future Shopify orders include blockchain-anchored proof of origin, which would need to be captured in NetSuite. Founders in such niches may need connectors that handle new block data fields.
- **Privacy and Compliance:** With GDPR, CCPA, etc., some data (like customer PII) may only be stored in one system. Integration flows will need to respect data privacy rules, syncing only compliance-allowed fields. Future connectors will likely have features to mask or encrypt data in transit.

Overall, integration strategies will evolve but **the core goal remains the same**: unify the sales front end with the finance/operations backend to give businesses agility. As one source predicts: *"The most efficient applications are those that communicate seamlessly with one another"* (Source: www.panorama-consulting.com). E-commerce founders should view Shopify–NetSuite integration not as a one-time project but as part of a long-term digital architecture.

Conclusion

Integrating Shopify with NetSuite is a critical step for any e-commerce founder aiming to scale beyond a few orders a day. A well-designed integration eliminates manual processes, prevents overselling, unifies data and enables rapid growth across channels (Source: www.houseblend.io) (Source: www.thescxchange.com). This report has detailed the **available connector options** – from NetSuite's native SuiteApp to third-party middleware (Celigo, Boomi, others) to fully custom solutions – along with their pricing, pros and cons (Source: www.brokenrubik.com) (Source: www.uncap.com). We have outlined the **typical data flows and mappings**, including products, inventory, orders, customers, and financials, and how they should be synchronized between systems (Table 1). Practical setup steps and prerequisites (Shopify API app, NetSuite roles/TBA) were covered (Source: www.thenetsuitepro.com) (Source: www.thenetsuitepro.com), reflecting official implementation guides.

We provided **data-driven analysis** indicating the impact of integration. Case studies have shown that brands often cut indexing time by 30–66%, recover hundreds of labor-hours, and save hundreds of thousands of dollars by automating these processes (Source: www.houseblend.io) (Source: www.nexustransformation.com). Industry trend lines reinforce that integration will only grow in importance, with cloud ERP adoption on the rise and AI readily entering enterprise apps (Source: www.cio.com) (Source: erppeers.com). By planning carefully (choosing the right connector strategy, mapping all required fields, and testing thoroughly) founders can leverage integration to avoid the classic pitfalls of growth (duplicate data entry, stockouts, slow closes).

In summary, Shopify–NetSuite integration is a proven investment: it transforms a Shopify store and NetSuite ERP into a **unified commerce platform**. This enables a single source of truth for orders, inventory, and finances, freeing founders to focus on expanding the business. As businesses evolve, the integration can be extended – to new sales channels, new data points, and even new intelligent automation. The future of retail sees no silos; it's a connected ecosystem where Shopify and NetSuite, when properly integrated, equip founders to scale smarter and faster.

Sources: All claims and data in this report are drawn from Shopify and NetSuite documentation, industry analyses (e.g. by Houseblend, Uncap), integration experts' blogs, and multiple published case studies (Source: www.brokenrubik.com) (Source: www.houseblend.io) (Source: www.houseblend.io) (Source: quickbookstoerp.com) (Source: www.thescxchange.com) (Source: www.thenetsuitepro.com) (Source: www.thenetsuitepro.com). Each data point and recommendation above is backed by these sources. (Specific references are indicated inline. See [1]–[72] for detailed source links.)

Tags: shopify netsuite integration, erp integration, e-commerce architecture, ipaas solutions, suiteapps, data synchronization, api connectors, netsuite setup

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