

Equip360 Integrations

SEAMLESS CONNECTIONS TO POWER YOUR BUSINESS

INTRODUCTION

Equip360 is purpose-built to integrate directly with the enterprise platforms that power manufacturing and distribution. From ERP (Enterprise Resource Planning) to CRM (Customer Relationship Management), from payment solutions to tax engines and customer support tools, our integrations help you move faster, reduce complexity, and deliver better digital experiences.

Whether you're operating with a single ERP instance or coordinating across multiple systems and locations, Equip360 ensures that your data flows securely, accurately, and in real time.

Equip360
by GENALPHA

ERP & DMS INTEGRATION—NO MATTER YOUR TECH STACK

Equip360 integrates with a wide variety of ERP and DMS (Dealer Management System) platforms, including:

- SAP® software
- Oracle Fusion Cloud ERP
- Epicor
- WorkWise/Aptean
- JD Edwards EnterpriseOne (JDE)
- QuickBooks®
- Microsoft Dynamics 365
- Karmak
- IntelliDealer
- Infor CloudSuite & Infor Syteline

If your system isn't listed, don't worry—Equip360 was designed with flexibility in mind. We partner with your IT team to create custom mappings to any ERP or DMS, including customized or homegrown solutions.

Note: SAP® is a registered trademark of SAP SE or its affiliates in Germany and other countries. Oracle® and Oracle Fusion Cloud ERP are trademarks of Oracle Corporation

and/or its affiliates. QuickBooks® is a registered trademark of Intuit Inc. Microsoft Dynamics 365 is a trademark of Microsoft Corporation. All other trademarks are the property of their respective owners.

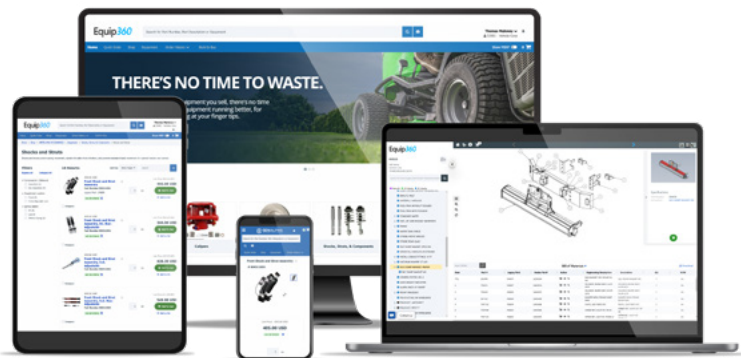
INTEGRATIONS THAT MATCH YOUR BUSINESS NEEDS

Real-Time Web Service Integrations: For dynamic, instant interactions between Equip360 and your ERP, we use secure web services via our GenConnect middleware. GenConnect acts as an abstraction layer, removing the need for custom coding within Equip360. Real-time calls may include:

- Inventory availability and pricing (SKU-level)
- Order and quote creation
- Credit check and credit hold validation
- Currency, unit of measure, and tax logic

Scheduled Batch Integrations: Some data, such as item master updates or historical order information, is best transferred on a schedule. We support secure, scheduled batch jobs via SFTP, ensuring your system is up-to-date:

- Item master details
- Customer master details
- Order and shipment history
- Invoice status



This supersedes and replaces in its entirety all previously published versions of this document. August 11, 2025

Multi-System, Multi-Site Support: Many of our customers operate across multiple locations with different business systems. Equip360 is built to accommodate integrations with multiple ERP or DMS systems for a single storefront, supporting regional pricing, inventory, and shipping logic.

Secure, Scalable, and Compliant: Equip360 supports both private VPN and public endpoints, integrates with PCI-compliant payment platforms like JetPay, Paymetric, and Authorize.net, and uses secure tokens for fast, reliable checkouts without storing sensitive card data. All transactions are fully auditable and logged, with support for GDPR and cookie consent to ensure data privacy and regulatory compliance.

BEYOND ERP: INTEGRATE YOUR ENTIRE TECH STACK

Payment Gateways & B2B Financing

- TreviPay
- SnapPay
- ConvergePay
- Worldpay / Paymetric
- BridgePay
- Authorize.Net
- PayTrace
- Heartland Payment Systems
- JetPay

CRM Systems

- Salesforce® – Lead capture, order activity, shopping cart data, case creation
- Microsoft Dynamics 365 CRM – Customer and quote data visibility



Tax & Compliance Solutions

- Avalara AvaTax – Real-time tax estimation and compliance
- Vertex – Checkout tax calculation and reporting
- Cookiebot – GDPR-compliant cookie consent

Support & Engagement Tools

- Mavenoid – AI-powered support and guided diagnostics
- Pure Chat – Real-time customer support

Marketing & Analytics

- Google Analytics – Performance tracking and SEO
- Mailchimp® – Email marketing
- 1PointMail – Email campaigns and newsletters
- Pardot – Roadmap integration for B2B marketing automation

Note: Salesforce® is a registered trademark of salesforce.com, inc. Mailchimp® is a registered trademark of The Rocket Science Group LLC. Authorize.Net and the Authorize.Net logo are registered trademarks of Authorize.Net LLC. All other trademarks are the property of their respective owners..

NEED AN INTEGRATION NOT LISTED?

This list represents many of the integrations supported by Equip360, but not all. If your business uses a platform not shown here, our team may already support it—or we can develop a custom connector to meet your needs. Equip360 is built to flex with your infrastructure.

Let's Talk About Your Systems

Every customer's tech landscape is unique. Our integration process begins with understanding your current systems and goals. From there, we define a scalable integration strategy that works for your environment, now and into the future.

***Want to dive deeper?
Contact us to request our
full Equip360 Integration
Guide and see how we
can bring your systems
together.***

GenAlpha, Inc.

200 S. Executive Drive #100, Brookfield, WI 53005
888-670-4450 | genalpha.com | info@genalpha.com

