



# VL OMNI and SparkLayer Announce Partnership and Shopify B2B Integration Connector

*VL OMNI and SparkLayer announce their official partnership and launch their Shopify B2B Integration Connector.*

OAKVILLE, Ontario, Canada — [Q1 2022] — [VL OMNI](#), leading agile and scalable integration platform, announces partnership with UK-based Shopify Plus B2B Experts, [SparkLayer](#).

Both companies found the need to fill the B2B integration needs in the Shopify ecosystem. They have joined forces to guide high-volume, high-velocity eCommerce merchants who are looking to add B2B commerce to their business.

## Introducing the SparkLayer VL OMNI Integration Connector

The [VL OMNI and SparkLayer B2B connector](#) allows any merchant that's using VL OMNI to automatically connect their B2B data stored within their systems and enable a powerful B2B ordering experience on their online store, such as Shopify and Shopify Plus. All business-critical B2B data such as price lists and customer ordering rules (e.g. available payment methods) can be fully automated, allowing merchants to grow their B2B operation with greater efficiency.

***“We are thrilled to partner and work closely with B2B experts SparkLayer to bring greater integration options to the Shopify ecosystem.” - Robin H. Smith, CEO and Co-Founder, VL OMNI***

## About The Partnership

SparkLayer is an elegant end-to-end eCommerce solution that gives you a powerful way to enable feature-rich B2B eCommerce on your Shopify store With a fast installation process and ready-made



connectors to major backend systems, SparkLayer helps unlock a much simpler way to grow your B2B operation.

VL OMNI is a Canadian-based integration platform (iPaaS) that tailors pre-built Connectors to fit growing brands' business requirements. VL OMNI empowers Merchants to connect and automate the flow of data across their existing back-office systems such as Shopify or Shopify Plus, ERPs, CRM, POS, and 3PL.

The VL OMNI and SparkLayer integration expands the reach of Shopify Plus while bringing long-term success to enterprise-level Merchants who want the best Shopify B2B integration services.

***“Together with VL OMNI, we are solving a major challenge within the Shopify ecosystem and we’re excited to see where our partnership takes us!”***

***Chris Mattingly, Co-Founder, SparkLayer***

**You can use the following systems with VL OMNI and SparkLayer:**

- Microsoft Dynamics 365 Business Central
- Microsoft Dynamics 365 Finance and Operations
- Bluelink ERP

Learn more about the Connector [here](#).

About VL OMNI:

Top global multichannel merchants trust VL OMNI to guide their integrations and move data seamlessly through their infrastructure as they grow, expand, and accelerate their business. [Start a conversation today.](#)

About SparkLayer:

SparkLayer empowers merchants to enable powerful B2B ordering without the complexity that B2B eCommerce normally brings. Built for Shopify and Shopify Plus merchants, SparkLayer lets merchants



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connect all the systems that manage their B2B operation whilst delivering a beautiful ordering experience for their customers. [Learn more](#)

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