Amazon Selling Partners (Vendors) API's
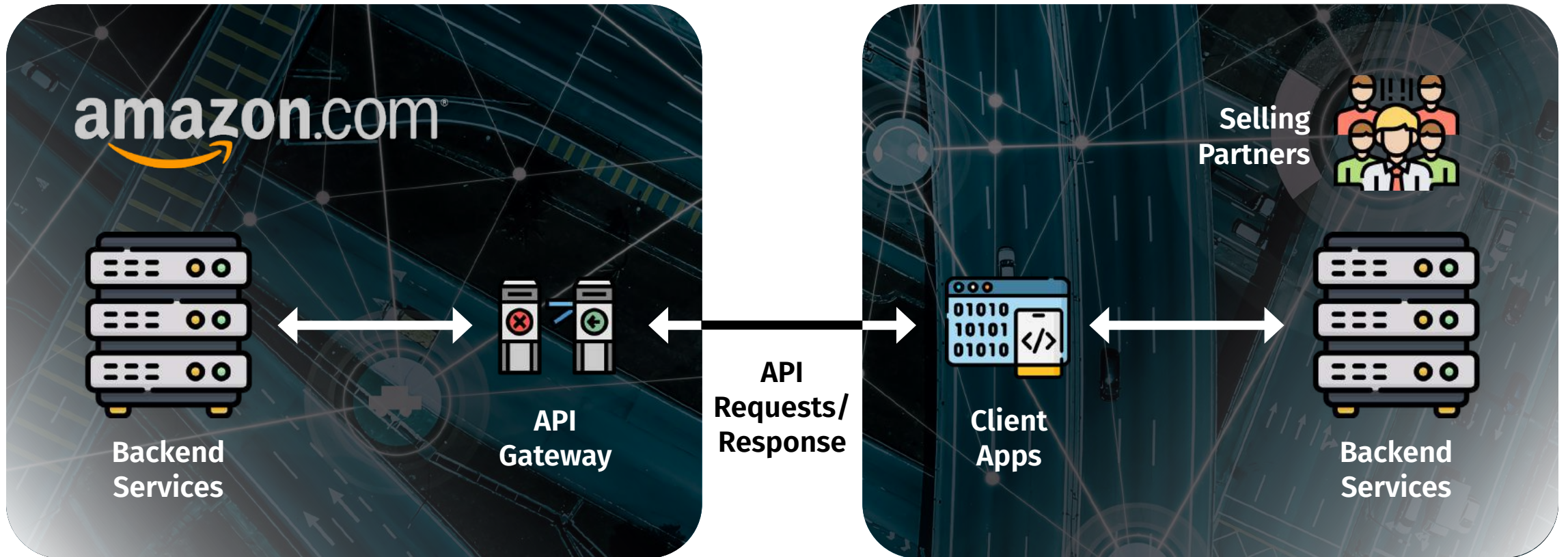
Retail & Direct Fulfillment APIs

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API Introduction

Selling Partner APIs are Restful B2B WebService API that enables your business partner's systems/applications to pragmatically connect with your systems.

amazon.com

Backend Services

API Gateway

API Requests/ Response

Client Apps

Selling Partners

Backend Services

Amazon Selling Partners connecting to Amazon using APIs

Benefits of using Selling Partner APIs over Vendor Central

Reduce Operations

Reduce Process Errors

Improve Vendor Performance

Timely Payment

Reduce Chargebacks

Business Growth & Scalability

• • • • • Reduce manual operations cost to process purchase orders.

• • • • • Shipment Information Accuracy
Ship correct products and quantity

• • • • • Vendor Lead Time
Confirmation & Fill Rate

• • • • • Submit error free invoices and get paid on time.

• • • • • Reduce Ontime Chargeback
ReduASN Visibility Chargeback

• • • • • Scale business with maintaining performance and operational costs.

Benefits of using APIs over EDI

- - - - Don't need to understand complex EDI industry standards

Ease of Use

- - - - Don't need to host services to receive EDI transactions. Simple Client Applications can call partner's APIs.

Simple Infrastructure

- - - - Don't need to hire specific EDI resources. Any developer can build Apps for APIs.

Human Resource

- - - - Don't need to buy expensive software licenses.

Low Software

- - - - Not all type of business interactions can be supported via EDI e.g. Ship Labels.

Flexibility

- - - - EDI doesn't support near real time request/response behavior.

Near Real Time Interactions

Current APIs : Retail Procurement

Orders

Shipping

Payments

Transactions

• • • • • Search and Get purchase orders
Confirm (Accept/Reject) orders

• • • • • Submit Shipment Confirmations
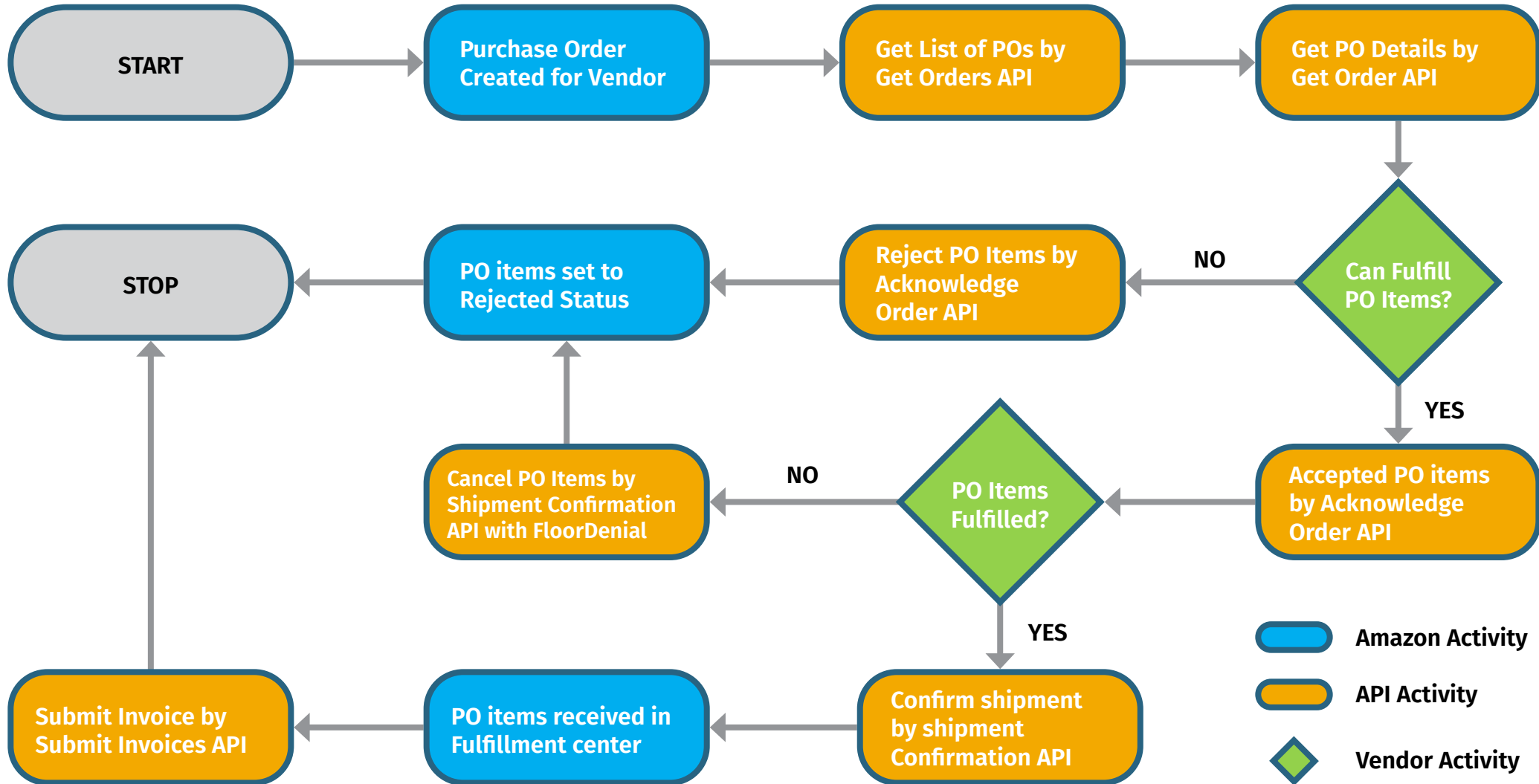
• • • • • Submit Invoices and Credit Notes

• • • • • Check processing status of Order & Shipment

Retail Procurement Workflow Using

START → **Purchase Order Created for Vendor** → **Get List of POs by Get Orders API** → **Get PO Details by Get Order API**

Can Fulfill PO Items?

NO → **Reject PO Items by Acknowledge Order API** → **PO items set to Rejected Status** → **STOP**

YES → **Accepted PO items by Acknowledge Order API** → **PO Items Fulfilled?**

NO → **Cancel PO Items by Shipment Confirmation API with FloorDenial** → **PO items set to Rejected Status**

YES → **Confirm shipment by shipment Confirmation API** → **PO items received in Fulfillment center** → **Submit Invoice by Submit Invoices API** → **STOP**

Legend:
- Amazon Activity
- API Activity
- Vendor Activity

Current APIs : Direct Fulfillment

- Update Item Inventory
  Sync Warehouse Inventory

- Search and Get purchase orders
  Confirm (Accept/Reject) orders

- Get Ship Labels
  Submit Shipment Confirmations

- Submit Invoices

- Check processing status of Order & Shipment Confirmations

Inventory

Orders

Shipping

Payments

Transactions

Current APIs : Direct Fulfillment

Develop Apps: Direct API Integration

You develop your own application.

You can use 3rd party services/platforms to develop your application.

Use 3rd Party (3P) Apps

3PL App integrates with APIs for multiple customers.

You as a 3P App customer authorize the App to access APIs on your behalf.

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Current APIs : Direct Fulfillment

Business Program	API Category	Use Case	ETA
Retail	Orders	Get Purchase Order Changes Get Purchase Order Cancellations	6/30/2020
Retail	Orders	Get Purchase Order Status	Q3 2020
Retail	Shipping	Get Catron (Packing) Label Get Small Parcel Shipments Shipping Label	Q3 2020
Retail & DF	Products	Product Listing	Q4 2020
DF	Shipping	Get Packing Slips Send Shipment Status(Vendor Own Carrier)	Q3 2020

Developer/Vendor Experience : Upcoming Features

Features	Description	ETA
'Integrations' menu in Vendor Central (VC) navigation bar	EDI menu will be renamed to 'Integrations' and will contain all 'EDI/API' related Applications	6/15/2020
Getting Started Menu	Get all information for integration automation	6/15/2020
Develop Apps from VC	Register and create Apps to integrate with APIs.	8/5/2020
Authorize 3rd Party Apps	Authorize 3rd Party Apps from 3rd Party websites/links	6/30/2020
Manage Your Authorizations (MYA) from VC	Manage 3rd Party Applications Authorizations	8/30/2020
AppStore on VC	Discover and Authorize 3rd Party Apps from Vendor Central	2021

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FAQ

How do I decide if API integration is right for me ?

Are the benefits mentioned above are challenges for you ?
Do you expect rapid business growth with Amazon?

Does Amazon requires vendors to use APIs?

No. API integrations helps both Amazon and vendors to optimize and grow business so we recommend all our selling partners to automate their business with Amazon using APIs.

Which type of API Integration Approach is better for me?

3rd Party Apps are mostly useful if you are looking for a solution to automate your supply chain and the 3P provides you those functionality and also integrate with your retailer like Amazon via APIs.
If, you are already using a 3P solution ask them if they are interested in integration with Amazon via APIs.

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FAQ : Vendors using EDI?

I am using EDI do I need to switch ?

Amazon will support both EDI and API. So, its up to you to decide which integration mode you prefer.

Can I use both EDI and API in parallel ?

Yes. Vendors can use EDI, API and Vendor Central in parallel.

Can I use EDI for some business processes and API for some business processes?

Yes. Amazon is planning to offer EDI+API ecosystem for vendors to freely choose integration based on their preference.

What are the additional feature APIs offers than current EDI solution?

The APIs offer additional visibility using Transaction APIs.

The Retail Orders APIs support PO changes and Cancellations.

The DF APIs supports Ship Label & Packing Slips in upcoming.

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FAQ : Vendor interested in using 3P Apps?

How to proceed if I want to use a 3rd Party Developer/ System Integrator?

Check with the 3P if they are already integrated with Vendor APIs.

If, yes, you can authorize their application for APIs from their website or link shared by them. If no, share the 3P contact details with us and we will onboard them to vendor APIs.

I want to use a 3rd Party solution provider, can Amazon recommend ?

Amazon don't recommend any service provider but can share the list of already integrated service providers. Please contact us through support case.

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To Get Started