

Motivation

Generous must scale its AI-powered gifting marketplace by automating product catalog integration across platforms.

Problem

Manual uploads are slow, error-prone, and incompatible across platforms, blocking marketplace growth.

Solution Overview

Shopify and SFCC connectors extract, transform, and securely ingest product data into Generous.



Key Features

Automated sync, standardized formatting, secure API ingestion, and modular multi-platform design.

Testing

End-to-end ingestion, schema validation, and integration testing across all connector platforms.

Outcomes

Faster merchant onboarding, reduced manual errors, and improved catalog data consistency.

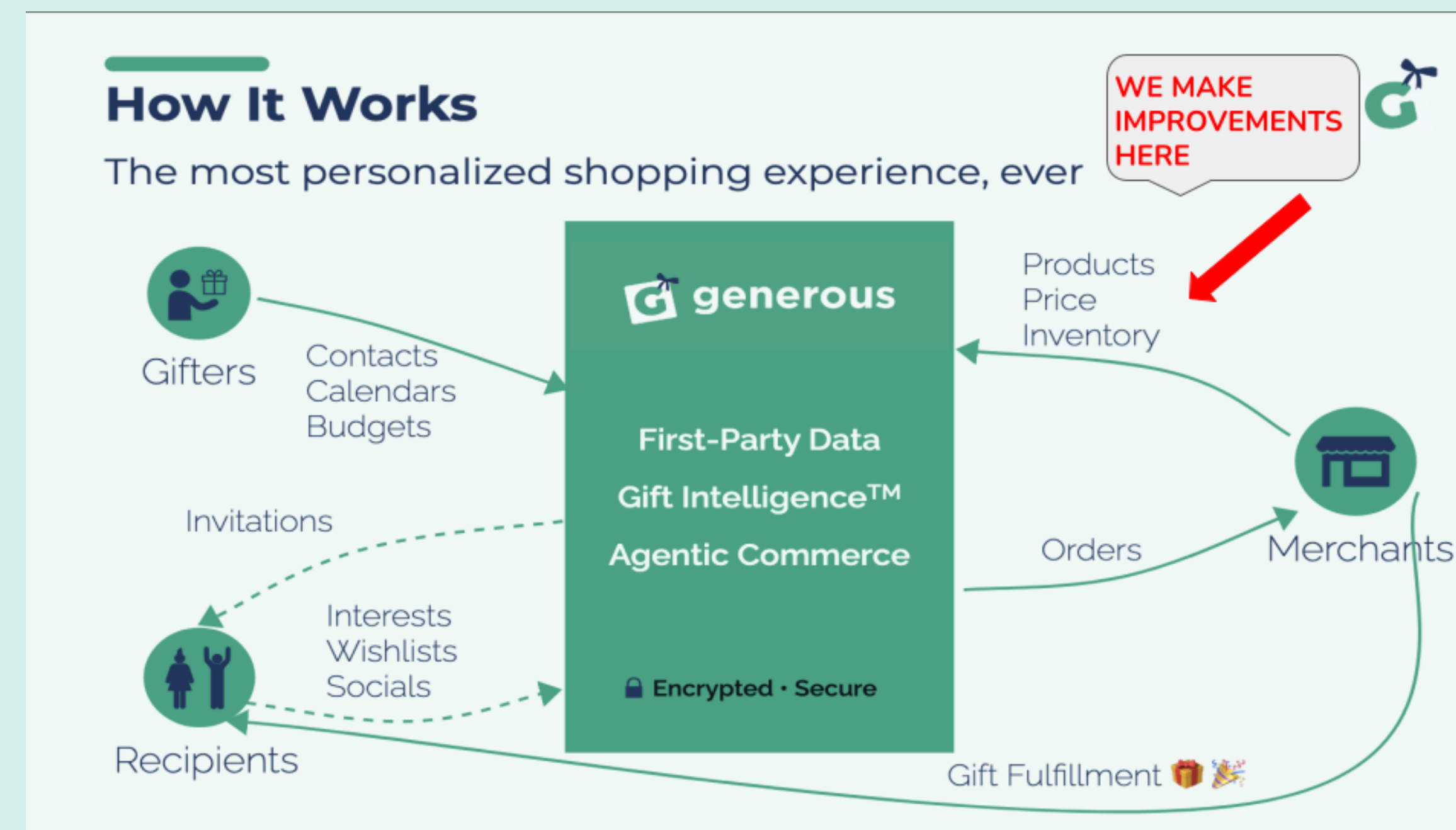
Challenges

Diverse platform formats, OAuth & API security, and bulk catalog handling at scale.

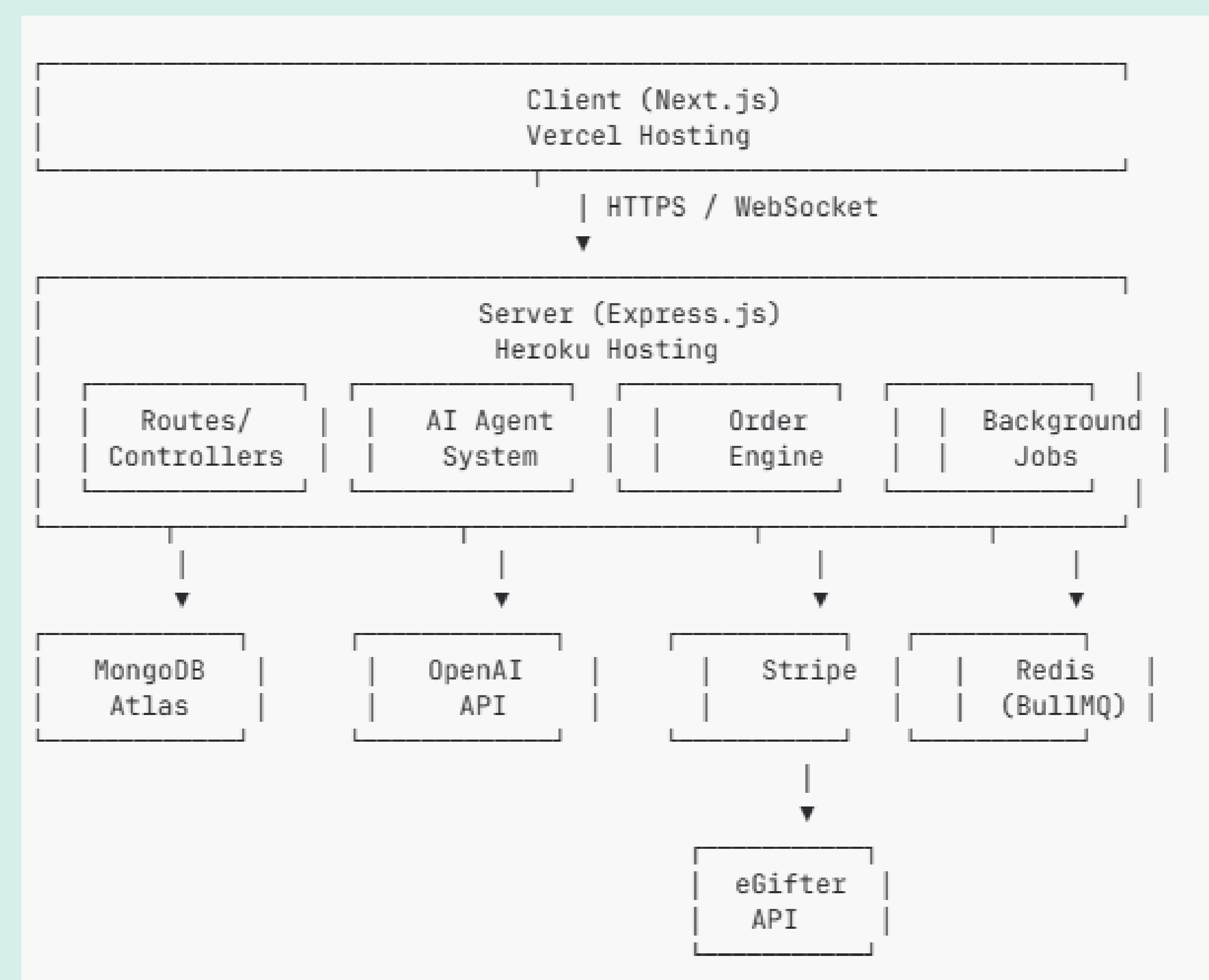
Future Work

Adobe Commerce, Zapier integration, usage monitoring, and enhanced automation.

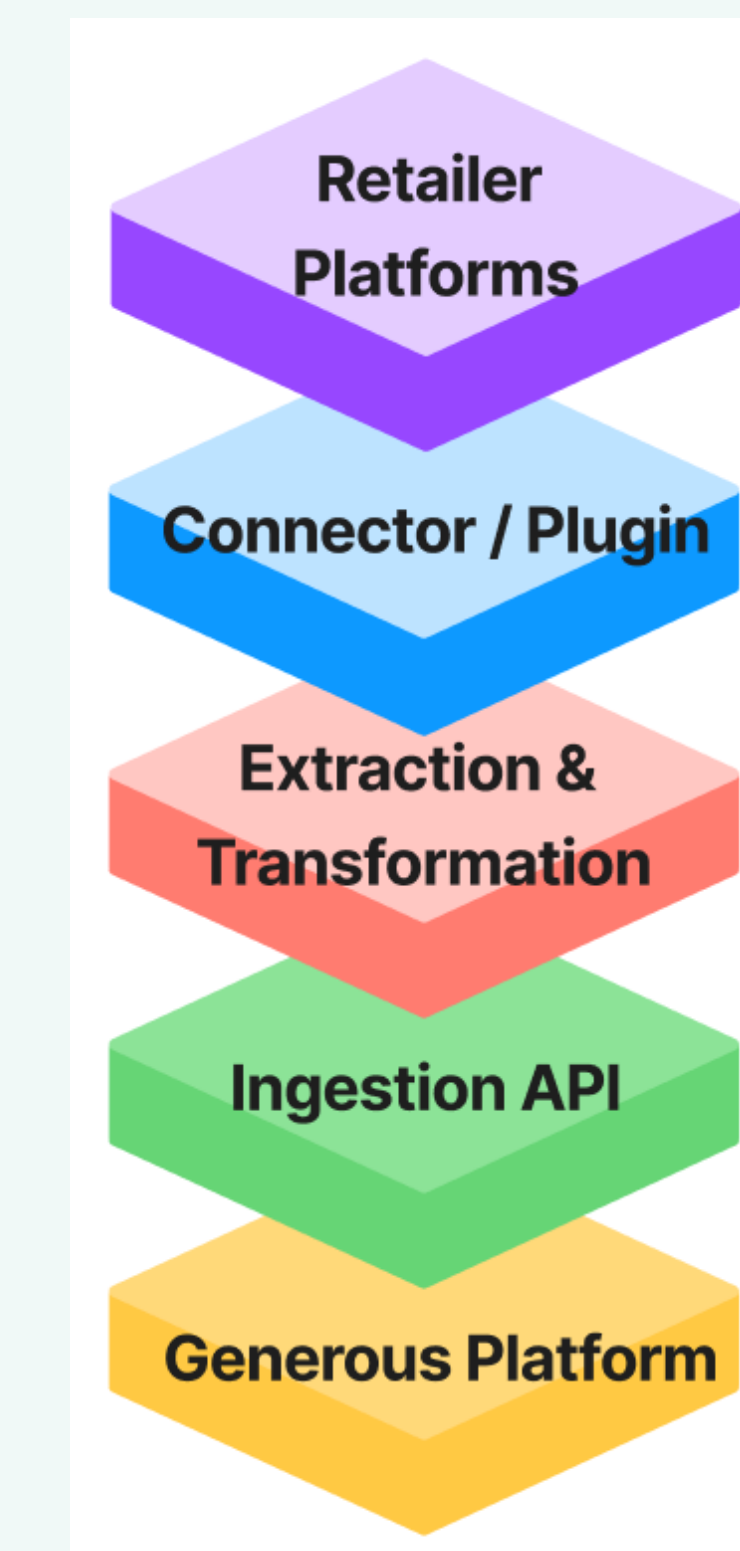
Automating product catalog integration allows Generous to onboard merchants faster, reduce errors, and scale its marketplace efficiently.



High-level Architecture

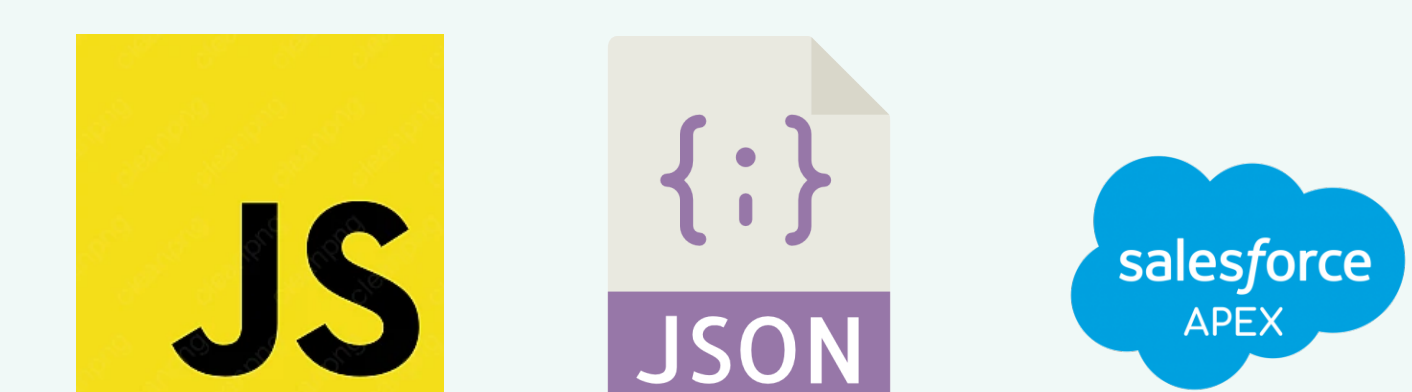


System Architecture



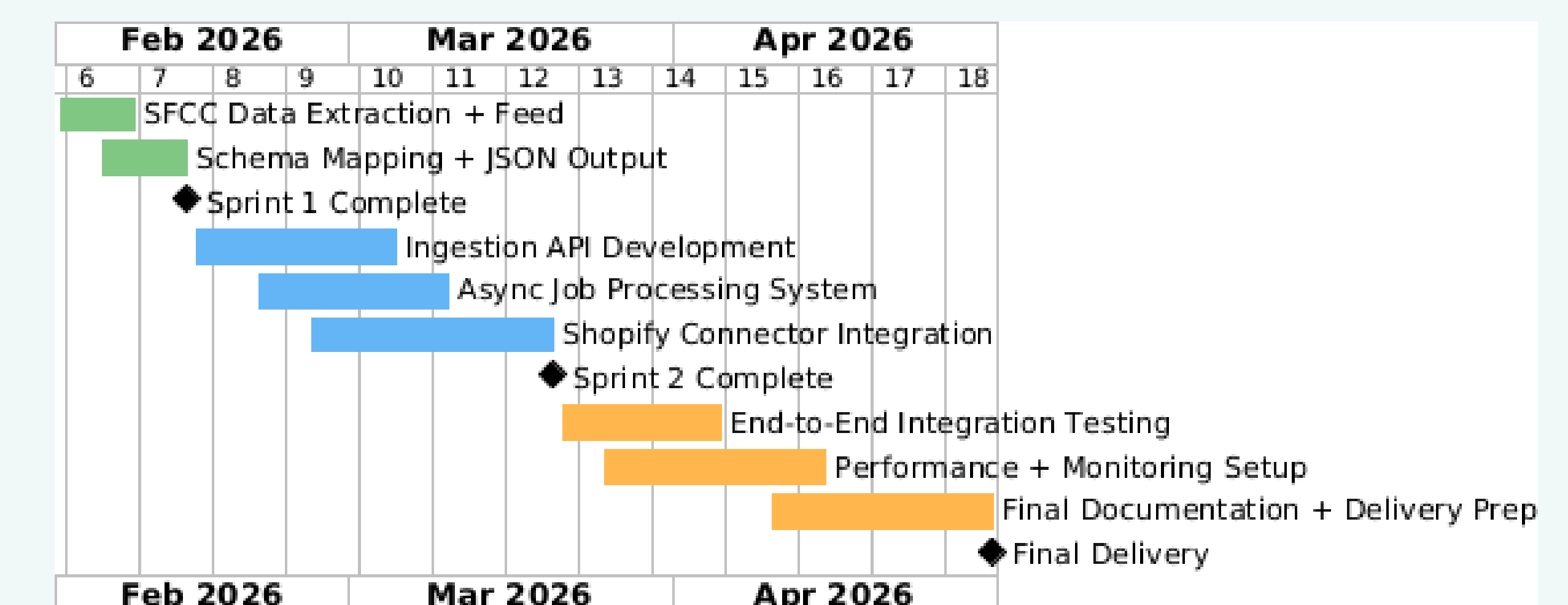
Modular connectors, ingestion APIs, and background job processing ensure scalable catalog integration.

Technologies



JavaScript for connector logic and Salesforce APEX for SFCC platform integration.

Project Plan



SFCC integration (Feb), Shopify + ingestion API (Mar), full integration and delivery (May).