

From WooCommerce Plugin to API Scale

Start simple. Grow without rebuilding.



TL:DR

Most WooCommerce merchants start with plugins. That works well at the beginning. But growth changes things:

- Orders start flowing from ERP systems
- Multiple storefronts appear
- Marketplaces are added
- B2B sales sit beside B2C
- Cross-border complexity increases
- Compliance risk becomes material

At that point, many merchants discover their cross-border plugins do not scale with them. ePAL does.

The risk

If checkout logic, ERP logic and customs logic are not aligned:

- VAT and duty calculations diverge
- IOSS eligibility breaks at scale
- DDP becomes unreliable
- Customs delays increase
- Operational friction grows

What worked for 50 orders per week does not always work for 5,000.

The ePAL approach

ePAL is designed to support both:

- eCommerce plugin users
- API-based integrations
- System integration partners

Using the same core compliance engine at scale.

Start with a plugin

For growing merchants:

- HS6 onboarding and TARIC descriptions
- Source vs Destination VAT recalculation
- Customs duty retrieval and calculation
- Tax on duty logic
- Tax on shipping calculation & allocation
- IOSS validation with audit record
- Sanctions and excise checks
- Non-blocking checkout principle

This gets you compliant - in 15 minutes - without heavy integration work.

Add fulfilment validation when ready

As operations mature:

- Re-validate eCommerce transactions at fulfilment centre
- Validate ERP-originated orders
- Generate customs documentation
- Generate shipping documentation

This aligns sales data with shipping reality.

Scale with API integration

When architecture evolves:

- Integrate ePAL directly via API
- Support multiple storefronts
- Validate marketplace-originated orders
- Connect ERP and warehouse systems
- Maintain consistent compliance logic across all channels
- Maintain single source-of-truth for auditable Tax & Duties reconciliation & reporting

No rebuild. No separate tax engines. No parallel compliance systems.

Support B2C and B2B from the same foundation

As sales models expand:

- Verify VAT IDs and validate vs customer Company names
- Generate B2B VAT recharge pricing
- Support VAT invoice generation
- Maintain one product catalogue

One logic layer. Multiple commercial models.

Enable structured EU expansion

Through ecosystem partnerships:

- Representation, reporting and remittance support
- Automated data feeds to tax partners
- Automated customs declaration submission
- Duty collection, escrow and remittance capability

Expand infrastructure without rebuilding your checkout.

The key difference

Most tax calculators and plugins are point solutions. ePAL is an extensible compliance engine.

Start with a plugin. Grow into API. Scale across systems. Keep the same regulatory logic throughout.

What this means for you

- No migration shock at scale
- No parallel tax engines
- No compliance fragmentation
- No “we need to replace everything” moment

Just a structured path from startup simplicity to enterprise readiness.