



CASE STUDY

Shark Gaming

With APPSeCONNECT, Shark Gaming Systems is saving approximately 20 hours of administration per week

About:

Shark Gaming is one of the leading gaming retailers in Denmark. They are one of the most innovative and successful system builders in the gaming computer industry today with 50,000 + customers and their online store getting 100+ every day.

Project Overview:

Shark Gaming's Magento site caters to two Nordic countries - Denmark and Sweden. 100+ orders came in every day and all of them needed to be available in their backend ERP system Microsoft Dynamics NAV regularly for their back-office team to fulfill the orders. Just not orders but several other sets of data also needed to be exchanged between the two disconnected systems.

The Challenges

- With a small team, manual feeding of data into two systems was a challenging and cumbersome task.
- Warranty was maintained as an inventory item in NAV since the beginning, but it had to be maintained on Magento as a non-inventory item so that it could not run out of stock.
- Manual data used to lead to delayed shipment.
- With 100+ orders coming in every day, the inventory had to be manually updated on the online store quite frequently.

Headquarters:

Herlev, Denmark

Industry:

High-end Gaming Systems & Gear

Company size:

11-50 employees

Products and Services:

Gaming systems, hardware eksperter, and Virtual Reality

Website:

www.sharkgaming.dk



It is easy to use, and the price seems fair. Their customer support is great and they will fix any issue. Saving of approx. 20 hours of administration a week with us to bring the project to fruition. They were respectful, helpful and pleasant to work with at all times.

Daniel Gerhardt

CEO

The Solution

Integration: Microsoft Dynamics NAV with Magento

- Automated information flow between the Magento online store and NAV ERP.
- Warranty' is listed as an inventory item in Magento to maintain consistency with the practice on the NAV side, but its stock value is constantly updated with a high value so that it never runs out of stock.
- Inventory of items is updated in Magento every 5 minutes.
- Manual data exchange between the two systems is no longer required.
- Item price changes and inventory updates are seamlessly updated on Magento.
- Shipment and tracking details are updated without any delay.

The Benefits:

- A streamlined and automated system has helped Shark Gaming save a significant amount of time and money.
- Order processing time has been greatly reduced.
- 20+ hours of administrative work is saved every week. They can now utilize that time to focus more on productive tasks and company growth.

APPSeCONNECT Differentiators

- Easy to use and great support team to guide you through every step.
- Fully automated sync process without any manual intervention.
- End to end mapping between e-commerce/marketplace and ERP business objects.
- Software scalability, e-commerce growth support and geographic expansion.
- Highly flexible solution capable of adapting to complex scenarios



APPSeCONNECT is an **Integration Platform as a Service (iPaaS)** which can connect all major line-of-business applications like ERP, Ecommerce, Marketplace, CRM, POS, Shipping Solutions. It automates their vital business processes, eliminating the need for any painful manual data exchange by enabling real time, bi-directional data exchange between them.

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