MacuHealth

MacuHealth has observed 30% increase in sales volume with APPSeCONNECT over the years.

About:

Founded in 2006 by Frederic Jouhet, MacuHealth had an objective to provide a unique, effective dietary solution, prioritizing on scientific research and enlist world-class scientists to prove their formula's efficacy and safety through studies. MacuHealth provides preventative treatments for macular disease with the help of a nutritional supplement LMZ3 and holds worldwide exclusivity and a patent on their formulation. With a large number of distribution groups around the world, MacuHealth (MacuShield in Europe) has become the supplement of choice in the fight against Age-Related Macular Degeneration (AMD) and enhancement of visual function worldwide.

Project Overview:

MacuHealth uses WooCommerce as their E-commerce storefront and SAP Business One as their back-end ERP system. To cope up with their huge customer base and the maintain a successful business process, an integration between their E-commerce and ERP platforms was required in order to streamline operations and increase efficiency.

The Challenges

- Synchronizing the data seamlessly between WooCommerce and SAP Business One.
- API used for credit card processing offered by Thirdwave Business Systems (TWBS).
- Data redundancy due to manual data entry.
- The workflow was not efficient enough.
- Efficient real-time data exchange.

Headquarters:

Birmingham, MI, USA

Industry:

Health, Wellness and Fitness

Company size:

11-50 employees

Products and Services:

Macular Degeneration Eye Supplement, Eye Supplement, Macular Pigment Eye Supplement, Eye Vitamin, Macular Pigment, and Macular Degeneration

Website:

www.macuhealth.com

> MacuHealth has realized a significant reduction in ecommerce customer complaints free up time for customer support team to service other customers. There has been no requirement to add additional overhead costs while experiencing a 30% increase in sales volume.
>
> I would highly recommend this product. I was very impressed with the "esprit de corp" attitude of the APPSeCONNECT implementation team. This contributed to fact that Macuhealth was able to complete the new website project on time and within budget.

Jim Masciangelo
MacuHealth ,Birmingham MI

APPSeCONNECT

The Solution

Integration: WooCommerce with SAP Business One ERP

- Real-time data transfer between E-commerce and ERP.
- Efficient business workflow and no redundancy.
- An automated process of authorizing credit cards.
- End-to-end mapping of business objects.

> The syncing of data into both SAP Business One and TWBS Credit Card API is a critical process within the finance division of the company. This supports an automated process of authorizing credit cards at time of order, settling the card at time of shipment and then most importantly the reconciliation of the transaction to the bank account. These 4 integrated systems allows for the efficient processing of over 100 customer orders per day at MacuHealth.

The Benefits:

- 30% increase in sales volume with no additional overhead costs.
- Significant reduction in e-commerce customer complaints.
- Free up time for our customer support team.
- Efficient processing of over 100 customer orders per day.
- Huge saving in time and resources.
- Efficient Real-time data exchange.
- Complete elimination of manual data entry and reduced data duplication.

APPSeCONNECT Differentiators

- Robust and easy-to-use platform enabling fully automated sync.
- Straightforward administration functions.
- Software Scalability, support for eCommerce Growth
- Geographic expansion is facilitated.
- Improved efficiency in business processes.
- A boost in the productivity of employees.
- Highly flexible solution capable of adapting to future complex scenarios.
- Quick implementation and affordable solution.

sales@appseconnect.com | **+91 98300 27106**