



CASE STUDY

El Ryan

With APPSeCONNECT, El Ryan has streamlined and automated all its business processes and has emerged as one of the largest sellers of consumer electronics in Iraq.

About:

ElRyan is the first online ecommerce store in Iraq which provides a large range of consumer electronics from world-renowned brands. It is a retail company that sells brands for its users locally.

Project Overview:

Being one of the largest sellers of consumer electronics in Iraq, El Ryan boasts on its fantastic shipping process and claim to deliver within 24 hours. They use Magento as their storefront and the SAP Business One ERP as their backend tool. They needed a smart integration platform to seamlessly connect all their business applications.

The Challenges

- Entering the orders from Magento to our ERP system.
- Manual data entry and duplicate data.
- Loss of valuable time and energy.

The Solution

Integration: Integrating Magento with MS Dynamics AX

- Complete bi-directional synchronization of Sales Orders from E-commerce to ERP.
- End to end mapping between e-commerce and ERP business objects.
- Automated synchronization of the item information to Magento from legacy ERP system.
- Improved efficiency in sales and inventory management between ERP and ecommerce.

Headquarters:

Jordan

Industry:

Consumer Electronics

Company size:

50-100 employees

Products and Services:

Air Conditioners, washing machines, refrigerators, etc.

Website:

www.elryan.com/

We are retail company and we have e-commerce system to sell online in Iraq... But we had too many employees getting tired and busy doing all the manual work, lagging the business operations... For the bi-directional automation of all sales procedure from our website to our ERP system we needed an integration platform that could seamlessly connect all our applications... We chose APPSeCONNECT since we have heard of its maintained goodwill in the market as an integration platform... It is a very flexible and easy-to-use platform for us... APPSeCONNECT has saved us a lot of time and effort by quickly syncing all the necessary data over any application.

Muhammad

El Ryan

The Benefits:

- Fully automated sync in real-time.
- Improved efficiency in sales and inventory management between ERP and e-commerce.
- Huge saving in time and resources due to efficient Real-time data exchange.
- Improved customer service level.
- Streamlined business operations.
- Complete elimination of manual data entry and reduced data duplication.
- A perpetual rate of business growth.

"I recommend APPSeCONNECT since it is a nice solution, has a strong experience and a good team to support and make the integration possible" - **Muhammad**

APPSeCONNECT Differentiators

- Comprehensive features and functionalities.
- Deeper integration, scalable and customizable.
- Fully Automated Sync in Real Time.
- A robust and easy-to-use platform.
- Software Scalability, support for eCommerce Growth
- Geographic expansion is facilitated.
- Improved efficiency in business processes.
- A boost in the productivity of employees.
- Quick implementation and affordable solution.



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.

APPSeCONNECT is a registered trademark of InSync Tech-Fin Solutions Ltd. All other marks are those of respective owners.