Alterna Distribucijad.o.o

Alterna has optimized their order fulfilment cycle up to 65% with the help of APPSeCONNECT and thus, ensured user satisfaction.

About:

Alterna Distribucija D.O.O. is one of the largest distributors of computer and related Information Technology equipment in Slovenia, providing high quality advanced and safe information support for users. They do business exclusively with their business partners and have been leading the Slovenian market since its inception in 1992.

Alterna Distribucija d.o.o. is a strategically-oriented company with a flexible team, which is constantly undergoing training and monitoring of trends on domestic and International markets. They have a successful strategy of the business which is based on reliability, responsiveness and focus. The company, through established brands, provides warranty maintenance of products to the highest quality.

Project Overview:

With the best logistical support and management team consisting various experts, Alterna focuses on the optimization of logistic activities by achieving low operating costs. Alterna's vision is to strengthen and support market share in Slovenia for the distribution of well-known brands. They manage a huge inventory to deal with the online customers and fulfill the Sales Cycle. Alterna has been using Magento as its storefront platform and Microsoft Dynamics NAV as their back-end ERP tool. To streamline their business processes, they were in need of a smart and intelligent application integration platform that could connect all their systems.

The Challenges

- Implementation of NAV granules using their base NAV objects for the complex integration of NAV and Magento.
- Customer specific pricing - no provision from Magento.
- Sales lines discounts based on complex item grouping and customer grouping.
- Manual data entry and duplicate data.
- Complete synchronization of Transaction data from E-commerce to ERP.

Headquarters:

Slovenia

Industry:

Distributors of computer hardware.

Company size:

11-50 employees

Products and Services:

Computers, servers, IT equipments and accessories.

Website:

http://shop.alterna.si/

With APPSeCONNECT we wanted to connect our new B2B shop with our Microsoft Dynamics NAV ERP. APPSeCONNECT was chosen, because we found out, that we could connect our Microsoft ERP with our Magento-based webshop, without buying any additional license from Microsoft. Plus it was an independent solution which was developing continually. By using it, we can maintain our B2B model meeting all latest standards and also get new business partners which will reflect in higher revenue.

We like one feature the most which they developed just for us – "special price upload". It allows us to maintain period discounts on the online store. Another feature which we like is "tier price upload" (by the groups). It allows us to maintain different prices of products for different customer groups.

Marko Kuralt
CEO ,Alterna

The Solution

Integration: Magento with Microsoft Dynamics NAV

- Customer-specific pricing provided by the custom solution.
- Automatic synchronization of various pricing rules using customized Magento extension.
- End to end mapping between e-commerce and ERP business objects.
- Automated synchronization of the item information to Magento from legacy ERP system
- Automated synchronization of special, tier and customer specific prices from legacy ERP system to Magento.
- Bi-Directional sync of orders, shipment, invoice and customer information, supporting B2B and B2C operations.
- Integrated and automated sales order processing in Dynamics NAV against all web transactions.

> "We would like to recommend this product, because it is flexible and gives us a lot of additional features, some of which even we were not aware of, before the project started. We are very satisfied with InSync's development and sales team, because they are always there for us and because the connector runs smoothly and effectively." -**Marko Kuralt**

The Benefits:

- Optimized order fulfillment cycle up to 65%, ensuring user satisfaction.
- 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.
- Streamlined business operations.
- Complete elimination of manual data entry and reduced data duplication.
- A perpetual rate of business growth.
- Increased customer satisfaction.

APPSeCONNECT Differentiators

- Fully Automated Sync in Real Time.
- A highly flexible and customizable solution.
- Comprehensive features and functionalities for complex scenarios.
- 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

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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