

The logo for Craftsvilla, featuring the brand name in a red serif font on a white rectangular background.

FORMERLY KRIBHA HANDICRAFTS

CASE STUDY

Craftsvilla

Formerly kribha Handicrafts

With APPSeCONNECT's best-in-class integration, Kribha has increased their conversion rate by 150%.

About:

Kribha Handicrafts is a marketplace to “Discover Unique Indian Products” including Handmade, Vintage, Ethnic, Organic and Natural products from India. Craftsvilla.com is a large online marketplace, selling handmade apparel, metalware, jewellery, and home furnishings sourced from artisans across India. Set up and managed by Kribha Handicrafts Pvt. Ltd., the Web site offers more than 50,000 products from over 1,000 sellers.

Project Overview:

Kribha Handicrafts is using SAP Business One for managing their back office activities and they were using Magento for their Online Store. But maintaining and checking the data at two different places was a time-taking task with the risk of errors and redundancy. They were in need of a smart integration solution that could easily connect all their business application in one place.

The Challenges

- Support for e-commerce growth and streamlined logistics and inventory management.
- Redundant processes and duplication of data entry.

The Solutions:

Integration: Magento with SAP Business One ERP

- Reduced business complexity with integrated and automated financial management that incorporates all key accounting processes.
- Improved transparency in sales and purchase data, cash-flow management, and inventory control in near-real time.

Headquarters:

India

Industry:

Retail

Company size:

50-100 employees

Products and Services:

Handmade apparel, metalware, jewellery, and home furnishings.

Website:

www.craftsvilla.com/

The Benefits:

- Attaining a completely new and efficient online web store.
- Increased capabilities for order processing and handling by 80%–85%, by reducing order processing time by one day.
- Increased conversion of Web site traffic to actual sales by 150%.
- Seamless data sync between Magento and SAP All In One.
- Ensured end-user satisfaction.
- Higher order fulfillment ratios.
- 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.

APPSeCONNECT Differentiators

- Bi-Directional sync.
- 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.

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