



## CASE STUDY

# Richardson Sports

Richardson Sports listed 7500+ SKUs on their website from their ERP via APPSeCONNECT, thus, maintaining an efficient line of business processes.

### About:

Richardson Sports Inc. was founded by the Richardson family in 1970 and is recognized as a leader in the team headwear industry and markets a full line of high-quality headwear products to thousands of accounts around the world. Richardson distributes their products only through authorized resellers.

### Project Overview:

With approximately 8,000 active customers all around the world, Richardson Sports has one of the largest lines of business operations in their vertical industry. They wanted to have an online portal with B2B capabilities - they used Magento as their eCommerce storefront and SAP Business One as their back-end tool. They were in need of a smart integration platform that could seamlessly connect all their applications to facilitate their business growth.

### The Challenges

- They needed an integration platform to seamlessly connect all their business applications.
- Need of a customized B2B business module.
- Sync of all order of E-commerce store into SAP ERP.
- The stock of products had to be updated into Magento in real time from SAP.
- Sync lead times for out of stock items from SAP to e-commerce.
- Ability to show different users different discounted prices.

### Headquarters:

Springfield, Oregon

### Industry:

Sporting Goods

### Company size:

201-500 employees

### Products and Services:

Team Sports Caps, Collegiate Licensed Products, Headwear Manufacturing, Private Label Headwear, Embroidery, Uniforms, Hats, and Promotional Headwear.

### Website:

<https://richardsonsports.com/>

## The Solution

### Integration: Magento with SAP Business One ERP

- APPSeCONNECT created separate Distributor company account, company admin account, company contact person account and Richardson Sales rep accounts in Magento from SAP.
- Sales Reps and Contact persons could place order on behalf of the distributor company.
- Customer specific pricing is maintained in their ecommerce portal from the ERP.
- End to end mapping between e-commerce and ERP business objects.
- Automated synchronization of the item information to Magento from ERP system.

## The Benefits:

- 7,500 active SKUs were listed in Magento.
- 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.

## 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.

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