



## CASE STUDY

# AW Rostamani

With APPSeCONNECT, AW Rostamani was able to become the leading fashion, home decor and automotive giants in Dubai and went on to cater to their global customer needs.

### About:

AW Rostamani is a conglomerate of 14 companies in seven diverse disciplines, committed to enriching lives through its exceptional products and services. Their business sectors include automotive, real estate and construction, retail, logistics, information technology, travel, and consultancy and they mainly deal in fashion retail, luxurious jewellery & home living and decorative items in Dubai. In collaboration with AW Rostamani Lifestyle, Apartment 51 was founded to widen style horizons and create lifestyles that are filled with effortless beauty. They believe - "Your home should be a representation of you, your tastes, your personality and a celebration of the people and things that you love"

### Project Overview:

AW Rostamani is one of the best in fashion retail, luxurious jewellery & home living and decorative items in Dubai. They have been conducting their business for quite some time now and used Shopify storefront to cater to their customers. To manage their backend operations, AW employed Microsoft Dynamics NAV ERP and Lightspeed POS. However, integration of Shopify with NAV and Lightspeed was a big concern and they needed a robust and intelligent integration platform that could connect their business applications.

### The Challenges

- Seamless integration of Shopify eCommerce store with Microsoft
- Dynamics NAV ERP and Lightspeed POS
- Use of CSV files for uploads and downloads
- Manual entry of sales orders and related data.
- Custom integration solution for a growing business.

### Headquarters:

Dubai, UAE

### Industry:

Fashion Retail, Home Decor, Automotive

### Company size:

1001-5000 employees

### Products and Services:

Automotive, Luminaries, Real Estate, Logistics, Retail, Travel, and lifestyle.

### Website:

[www.awrostamani.com](http://www.awrostamani.com)

## The Solution

### Integrating Shopify eCommerce with Microsoft Dynamics NAV ERP and Shopify eCommerce with Lightspeed POS via APPSeCONNECT

- Seamless data integration between Shopify, Microsoft Dynamics NAV ERP and Lightspeed POS
- Automated order sync between applications.
- More efficient customer management.
- Uniquely designed business flow to suit the requirements with a strong and reliable integration architecture.
- Streamlined business operations and processes.

## The Benefits:

- Reduced manual effort and updates.
- Stronger customer relationship.
- Completely seamless integration of applications.
- Easy and automated management of sales orders.
- Speed in operations noticed.
- More time on innovating, less on managing.
- Improved efficiency and productivity.
- Saved a lot of time and resources due to efficient real-time data exchange.
- A perpetual rate of business growth.

## APPSeCONNECT Differentiators

- Proactive and consistent support during implementation and post-implementation process.
- Very open communication.
- Proven solution - deemed to provide the best!
- Flexible architecture.
- Comprehensive features and functionalities.
- Deeper integration, scalable and customizable.
- Fully automated sync in real-time.
- A robust and easy-to-use platform with experienced professionals.
- Software Scalability, support for eCommerce Growth.
- Geographic expansion is facilitated.
- A boost in the productivity of employees.
- Quick implementation and an 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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