



CASE STUDY

Big Bike Parts

"With APPSeCONNECT it has been very affordable and the integration works great. We couldn't ask for a better solution and it really fits our needs."

- **Georg C. LaBonte, Vice President, Big Bike Parts**

About:

Big Bike Parts, Inc. designs, manufactures and distributes Show Chrome Accessories, UltraGard, Hopnel and Prairie Dog brands for motorcycles and ATVs. Big Bike Parts Inc. offers the largest selection of aftermarket chrome bolt-on touring and cruiser accents, lighting, covers and soft luggage. They primarily work with the Honda Gold Wing, the Harley-Davidson, Indian, The Victory, etc. in the Canadian market.

Project Overview:

Big Bike Parts is one of the best retail sellers of motorcycle accessories and parts. They conducted their e-tail business via their own platform. However, to cater to the global customers and meet their demands, Big Bike Parts also set up an eBay seller account as well as an Amazon seller account. To manage their backend operations, Big Bike Parts employed Microsoft Dynamics NAV ERP and wanted a smart, robust integration platform that could seamlessly connect their multiple business applications.

The Challenges

- Huge numbers of orders hence inefficient order management.
- Management of eBay and Amazon orders.
- Integrating eBay and Amazon with Microsoft Dynamics NAV ERP.
- Manual entry of SKUs on eBay.
- Inefficient customer management.
- Custom integration solution for a growing business.
- Need for streamlined custom pricing options.

Headquarters:

Wisconsin, USA

Industry:

Logistics & Supply Chain

Company size:

51-200 employees

Products and Services:

Aftermarket Motorcycle Accessories, Motorcycle Covers, and Motorcycle Chrome Accessories.

Website:

www.bigbikeparts.com

The Solution

Integrating eBay with Microsoft Dynamics NAV ERP and Amazon with Microsoft Dynamics NAV ERP via APPSeCONNECT

- Seamless data integration between eBay and Amazon with Microsoft Dynamics NAV ERP.
- Automated order sync between applications.
- Automated entry of product SKUs on eBay.
- Streamlined order management in Amazon.
- More efficient customer management.
- Successful sync for various pricelists and price rules enabled.
- 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.
- More traffic to the seller accounts.
- 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 support during implementation and post-implementation process.
- Very open communication.
- Proven solution - deemed to provide the best!
- Flexible solution.
- 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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