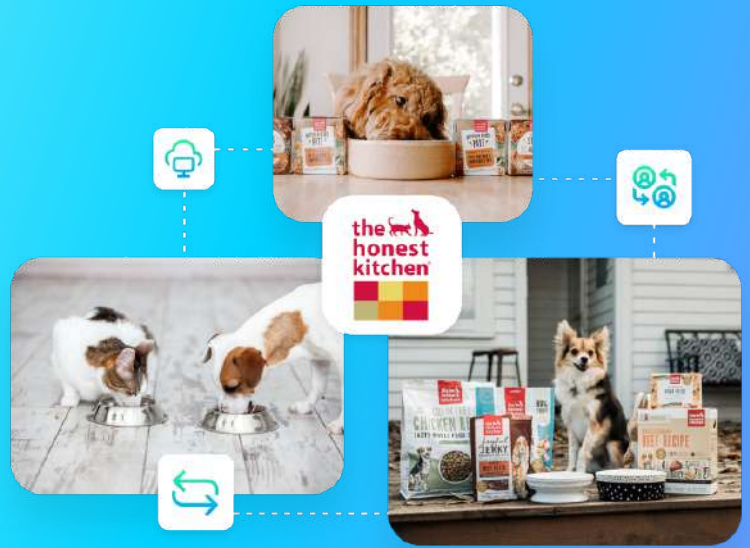


CUSTOMER STORY

THE HONEST KITCHEN



Check out how The Honest Kitchen was able to evolve into a connected organization with information that is always up to date across systems and free from downtime, with the power of APPSeCONNECT's robust seamless integration.

About Honest Kitchen

Based out of San Diego, USA, The Honest Kitchen is run by a passionate group of pet lovers, producing a wide range of holistic dehydrated, human-grade pet food. Their pet food is all-natural-made from whole food ingredients, without any use of chemicals, by-products, or fillers. The Honest Kitchen focuses their collective energies and enthusiasm on making the highest quality pet food around and spreads their love and respect for animals and their owners.

Honest Work Always Pays Off

Since their foundation in 2002, The Honest Kitchen has been winning the hearts of pet owners with their line of holistic dehydrated, human-grade pet foods. Initially starting out from a beach cottage in San Diego, they now have their headquarters at the Wonderbread Factory in San Diego's East Village and are approved members of Green America, an organization that focuses on sustainability, green business, and fair trade.

With their growing popularity among pet lovers, The Honest Kitchen needed a digital infrastructure to streamline their online sales and manage their increasing volume of business data. For this, they equipped themselves with Magento as their eCommerce platform and SAP Business One as their back-end ERP solution. With both applications successfully implemented, they were ready to set sail for greater achievements, however, a new challenge was approaching from the horizon.

Headquarters:
San Diego

Industry:
Consumer Goods

Company Size:
11-50 employees

Website:
thehonestkitchen.com



We have a complex system, and team Insync has been able to troubleshoot, and provide solutions for many customizations. In two years we have had almost no downtime with APPSeConnect. As far as support, team Insync has been fantastic with helping us with upgrades, site launches, and syncing new features from Magento to SAP.



Carmen Velasquez
The Honest Kitchen

No Challenge Too Big

With orders raining in like cats and dogs, it was becoming more difficult to manually transfer all critical transactional data of the business between the isolated SAP Business One and Magento applications. The need for a system became necessary to automate the entry of customers, inventory, sales, and other details into the platforms to increase operational efficiency and drastically reduce the risk of redundant and erroneous data within the databases due to human errors. What they needed was an intelligent solution that would integrate their ERP with their eCommerce solution to streamline their manual processes and create a connected system to allow ready access to up-to-date data. This is where APPSeCONNECT came in to resolve all The Honest Kitchen's business automation requirements.

The SAP Business One + Magento Connector by APPSeCONNECT

The vast volume of sales and customer data requiring manual management was slowing down The Honest Kitchen's operations to a snail's pace. The smart connectors for SAP Business One and Magento by APPSeCONNECT became the perfect solution to overcome this challenge. The lean, low-code/no-code, future-proof automation offered by APPSeCONNECT's iPaaS platform, empowered The Honest Kitchen to effortlessly accelerate their digital transformation journey and achieve synchronous two-way transfer of customer, orders, payments, shipment, and other business-critical data between the SAP Business One ERP and Magento eCommerce store. With the SAP Business One + Magento connector by APPSeCONNECT, The Honest Kitchen received a secure, fast and reliable pre-packaged integration template that allowed them to deploy the needed integration right out of the box and achieve a seamless end-to-end connected business. Along with a singular platform to manage all their integrations, The Honest Kitchen also got to work with ProcessFlow, APPSeCONNECT's built-in Visual Integration Designer, empowered every team member of any skill level to effortlessly design, manage and deploy any integration customization they needed.

The Connection to Success

With the trusted support of APPSeCONNECT and the unlimited power of business process automation in their hands, The Honest Kitchen was able to efficiently achieve complete sync of all the business-critical data and start their journey towards a new phase of growth and success. According to Carmen Velasquez, The Honest Kitchen, "In two years we have had almost no downtime with APPSeCONNECT." Alongside the implementation of APPSeCONNECT came professional assistance from the expert support teams. With persistent efforts from Team APPSeCONNECT, to provide the most premium experience to its customers, they deployed a BPA (Business Process Automation) solution that was an all-encompassing solution for all The Honest Kitchen's needs. The features provided to them by the platform included:

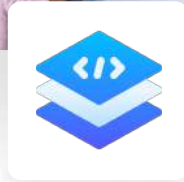
- Completely automated instantaneous SAP Company and multi-website synchronization
- Streamlined eCommerce operations from Magento to SAP such as Order Management and Shipping.
- Synchronized Order Tax from Magento to SAP the third-party extension of Avalara Tax Module.
- Improved efficiency of Web Sales between the eCommerce and ERP platforms



And That is How the Story Goes

APPSeCONNECT's SAP Business One + Magento integration has propelled The Honest Kitchen to greater heights of success by providing them with the flexibility and scalability to deliver growing customer demands stress-free. They thank APPSeCONNECT for being there throughout their entire digital transformation journey and for making it such a fast and smooth experience. The benefits that APPSeCONNECT provided to The Honest Kitchen included:

- Manual data entry and redundant data elimination
- Maximization of operational efficiency
- Rapid shipping through instantaneous data exchange
- Support for eCommerce business growth
- Streamlining of logistics and inventory management
- Increased productivity of business resources.



Here's How APPSeCONNECT is Your Best Fit Too!

- Next-gen low-code/ no-code iPaaS for effortless automation and integration
- Robust user-friendly platform backed by experienced professionals
- Best in class implementation and post-implementation customer support
- Pre-Built Connectors with industry-tested reliability and functionalities
- Built-in functionalities to support geographical expansion
- Deeper full-stack integration for unparalleled scalability and customizability
- Fully automated instant bi-directional data sync
- Flexible implementations that scale with a growing eCommerce business
- Boost efficiency of business processes and team productivity

Connect Your Applications Under One Platform and Automate Business Processes

Ready to talk to an expert?
Start your integration journey now!

[Contact Us](#)



Unlock Efficient Business Automation with APPSeCONNECT!

APPSeCONNECT integration platform as a service (iPaaS) addresses to one of the biggest barriers of a modern day enterprise - connecting, synchronizing and relating data, applications, and processes among cloud and on-premises systems with latest integration and cloud computing paradigms and the best-in-class technologies.



Power and Flexibility

Full-Stack Integration and Automation provides a flexible architecture that seamlessly integrates a variety of software applications enabling businesses to adapt their workflow rapidly and cost-effectively to changing business ecosystems.



Launch Faster

Pre-concocted templates, for industry leading integrations that are time-tested and based on best integration practices reduce time to deploy by up to 65%.



Reliable and Secure

Handles data most delicately. The servers follow highly encrypted channels to communicate. Moreover, the security layer pre-built on the platform shields all the activities made through the platform.



Empower Teams

Low-Code Development environment is friendly to users from any level of technical expertise. It empowers every team within your organization to develop and implement integration at any level of the organization.



Accelerate Growth

Full-stack low-code intelligent automation enables businesses to deliver to the market faster and achieve 70% boost in business productivity.



Boost Revenue

Intelligent integration eliminates data silos across the organization which helps boost revenue and reduce costs to the company due to data errors and redundancies, manual labor, and lack of real-time data transfer.