

CUSTOMER STORY

SWANN COMMUNICATIONS



Get to know how Swann Communications was able to achieve outstanding shipping rates through a completely integrated business through the power of APPSeCONNECT.

About Swann Communications

Swann Communications is one of the global leaders in the manufacturing of DIY or Do-It-Yourself surveillance and security systems. The company is based out of Port Melbourne, Victoria, Australia, and has offices in all major countries such as the USA, Canada, Australia, UK, Italy, and China along with a presence in over 50 countries. Swann remains at the forefront of innovative and affordable surveillance technology with their vision to be the world leader in smart security solutions, taking care of people, and making every home and business a safer place.

The Flight of Success

Swann Communications has grown to become one of the most popular DIY video surveillance, consumer electronics, and security-centric solution providers across the globe based out of Australia. They are now part of Infinova Group, providing the business with enhanced manufacturing capabilities, innovative research and development of security and networking solutions, and rank as the World's largest DIY home security solution manufacturer.

Being the largest global manufacturer of security devices, they were operating with more data than ever with their constantly growing global orders. To simplify the process of managing their increasing bulk of online sales and company processes, they implemented four different applications, SAP Business One as the back-end ERP with Magento, eBay, and Amazon FBA as their digital storefronts. With all four applications effectively in place, Swann Communications was able to upscale its operations, however, they were soon to realize that, with greater business data, comes greater difficulties in manually managing it.

Headquarters:
Port Melbourne, Victoria

Industry:
Electrical & Electronics

Company Size:
51-200 employees

Website:
au.swann.com



Great application. Helped Swann Communications to increase sales in eBay & Amazon with effectiveness. We are currently top rated sellers on eBay because of APPSeCONNECT fantastic efforts throughout. Our late shipment rate is 1 order out of almost 2500 orders. That is unbelievable! We are projected to be Top rated as well in 2017 because of APPSeCONNECT. Also for amazon marketplace, our late shipment rate for January is only 1% while our valid on time tracking rate is almost 97%! Due to these scores, we were able to exceed our sales budget because customers receive good customer service from us and receive their orders in perfect condition and on time, they have left us amazing feedback that has prompted others to buy. We highly recommend APPSeCONNECT for eCommerce sellers. Thank you InSync for all the support and continued effort to make eBay and Amazon Marketplace such strong and growing accounts



Vincent Lieng
Swann Communications

Overcoming All Challenges Through Vigilance

Managing increasing sales through three different online stores manually was becoming impractical for Swann Communications. Moreover, they had multiple accounts for eBay and Amazon. The multiple platforms and accounts drastically raised the risk of data redundancy and bad data across the entire system due to human errors. The loss of sales and business opportunities due to erroneous data and slow business reactivity are hurdles every enterprise wants to avoid. They needed an intelligent business process automation solution that could seamlessly integrate their ERP implementation with all three eCommerce solutions and digital marketplaces and enable them to flexibly scale their business growth. The solution they needed that could meet all their requirements was APPeCONNECT's robust iPaaS platform.

The SAP Business One + Amazon, SAP Business One + eBay and SAP Business One + Magento Connector by APPSeCONNECT

The expansive bulk of sales and order data coming in from multiple channels made it extremely difficult to track and manage them manually without the help of any automation tools. The solution that simplified managing the complete software stack of Swann Communications was APPSeCONNECT's connectors for SAP Business One with Amazon, eBay, and Magento. With the powerful and intelligent APPSeCONNECT iPaaS solution in place, they were able to achieve secure and instantaneous two-way transfer of business-critical data across their SAP Business One, eBay, Amazon, and Magento implementations.

The SAP Business One + Amazon, SAP Business One + eBay, and SAP Business One + Magento connectors by APPSeCONNECT offered fast and secure out-of-the-box ready integrations to drastically improve their shipment speed and deliver faster to markets. Through integrating with APPSeCONNECT, Swann Communications also got to work with ProcessFlow, the Visual Integration Builder that helped them to make every required integration customization they needed effortlessly.

Accelerating Growth Through Integration

Swann Communications achieved flexibility and speed by equipping themselves with the robust APPSeCONNECT iPaaS platform. They were able to speed up their business processes and reduce their late shipment rates drastically. With how fast they were able to make successful deliveries, Vincent Lieng, Swann Communications, claimed that "...for Amazon Marketplace, our late shipment rate for January is only 1% while our valid on-time tracking rate is almost 97%!" The APPSeCONNECT support team also dived in to provide expert assistance throughout the entire implementation life cycle and even post-implementation. The solution provided to Swann Communications offered a competitive edge to their business, like:

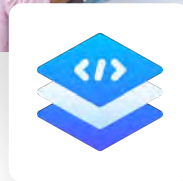
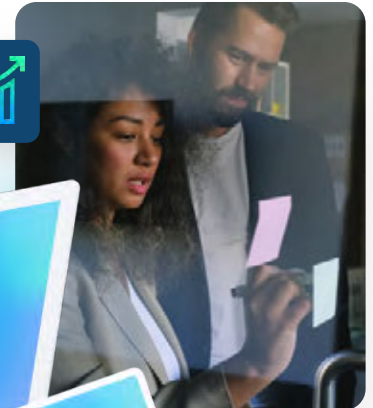
- Facilitating seamless selling through two Amazon accounts, two eBay accounts, and one Magento website
- Data flow automation between sales channels and SAP Business One
- Seamless update of the item price and inventory changes across all channels .
- Instant update of shipment and tracking details
- Eliminated manual data entry and file exports



And That is The Story So Far

Through APPSeCONNECT's SAP Business One + Amazon, SAP Business One + eBay, and SAP Business One + Magento connectors, Swann Communications is enjoying greater levels of growth with increased orders and sales. Their operations are now faster than ever and are expanding every day by providing exceptional customer experiences. They are thankful to APPSeCONNECT for supporting their entire digital transformation journey and making it as seamless as possible. The benefits offered by APPSeCONNECT to Swann Communications include:

- Improved on-time delivery rate for Amazon to 97%
- Reduced eBay's late shipment rate to 1 out of every 2500 orders
- Increased visibility for faster order fulfillment
- Increased sales volumes
- Instant transfer of placed orders
- Prompt update of inventory on to eBay and Amazon portals
- Complete automation of the order flow system
- Improved productivity of back-office teams
- Efficient instant data exchange between applications
- Complete end-to-end mapping of business objects
- Options for customization of the solution to meet all specific needs



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.