

CUSTOMER STORY

PARROT



With APPSeCONNECT, Parrot streamlined their business operations efficiently and ensured customer satisfaction to a huge level.

About Parrot

Parrot was founded in 1994 by Henri Seydoux. The company creates, develops, and markets advanced technology in wireless products for consumers and professionals. Having common technological expertise to innovate and develop in three primary markets, namely, Automotive, Civil drones, and Connected Objects, Parrot currently employs more than 900 people worldwide and generates the majority of its sales overseas.

Soaring New Heights of Growth

The knowledge and expertise of Parrot for developing high-quality wireless technology and devices had allowed them to gain immense popularity within their market. To manage their large market operation process, Parrot implemented a multi-website structure through PrestaShop as their storefront and SAP Business One as their backend ERP tool. However, they were in dire need to replace their manual system for data entry as it was preventing them from reaching their full operational efficiency. The solution Parrot needed was a robust integration platform that could provide a smart integration to bring all the necessary data under one roof.

Overcoming the Turbulence to Success

The lack of a proper data communication system between the PrestaShop and SAP Business One implementation for Parrot was soon proving to become a bigger hurdle to their path to success. The manual transfer of data between the applications did not only result in inefficiency but the slow operations also hampered their customer experience.

Headquarters:

Paris, France

Industry:

Electrical & Electronics

Company Size:

50-100 employees

Website:

www.parrot.com



For us, it is business requirement. We cannot continue by manual system of re-entering different information and updating shipment status manually. So it took up a lot of productive resource time for us and its doing unproductive mechanical jobs and APPSeCONNECT also improved our customer service level and streamlined the order process and improved our efficiency in the business process in eCommerce. We chose InSync because we were looking for a partner who had a proven capability of delivering integration solution, also because InSync is a SAP Gold partner has successfully integrated more than 150 eCommerce stores.



Xavier Delgatto
Parrot, France

They needed a solution that could be rapidly and effortlessly deployed to instantly update inventory to all their webstores without lag, automate operations with their delivery-management system, and most importantly, connect their SAP Business One ERP with the 3 separate web-Instances and 17 online web-stores.. Thus, to streamline all these operations, Parrot needed a complete end-to-end Business Process Automation and integration solutions such as APPSeCONNECT to ensure greater business operations efficiency.

SAP Business One + PrestaShop Connectors by APPSeCONNECT

Optimizing the overwhelming bulk of processes Parrot had to manage from their different web instances was essential for Parrot to ensure they can deliver an efficient and high-quality customer experience. The robust integration for SAB Business One and PrestaShop offered by APPSeCONNECT was the ideal solution for Parrot to achieve the full-stack integration of their digital infrastructure that they were looking for.

The **SAP Business One + PrestaShop** connector by APPSeCONNECT provided a robust end-to-end integration solution through its out-of-the-box integration packages and enabled Parrot to effortlessly scale their business process operation. They also got to work hands-on with ProcessFlow, APPSeCONNECT's visual integration designer, which allowed them to design and deploy all necessary customizations for their integrations effortlessly.

The Integration Supercharge

Through the power of seamless integration by APPSeCONNECT, Parrot was now able to streamline their business operations efficiently and ensure customer satisfaction to a huge level. According to Xavier Delgatto, Parrot, "We chose APPSeCONNECT because we were looking for a partner who had a proven capability of delivering integration solution, also because APPSeCONNECT is an SAP Gold partner that has successfully integrated more than 150 eCommerce stores."

The benefits of the solution offered by APPSeCONNECT to Parrot included:

- Automatic synchronization of the various websites to the ERP.
- Complete sync of one ERP database with multiple web-stores and web instances.
- Integrated and automated sales order processing in SAP Business One
- Improved efficiency in sales and inventory management.
- Automated synchronization of the item information to Prestashop from legacy ERP system.
- Automated synchronization of special tier and customer specific prices from legacy ERP system to Prestashop.
- Instant update of inventory items to all the web-stores.

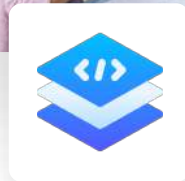


That's the Story So Far

Through SAP Business One + PrestaShop integration by APPSeCONNECT, Parrot is now become more efficient than ever, and they thank APPSeCONNECT for making their digital transformation journey towards an automated business seamless and effective from the start.

The benefits APPSeCONNECT offered to Parrot include:

- Fully automated sync.
- End to end mapping between e-commerce and ERP business objects.
- Improved efficiency in sales and inventory management between ERP and e-commerce.
- Huge saving in time and resources with efficient real-time data exchange.
- Improved customer service level.
- Streamlined business operations.
- Complete elimination of manual data entry and reduced data duplication.



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.