APPS℮CONNECT

# SIN HIN FROZEN FOODS

## Learn how a customized end-to-end automation offered by APPSeCONNECT helped Sin Hin Frozen Foods improve their productivity and exponentially increase their operational efficiency.

**About Sin Hin Frozen Foods Singapore**

Sin Hin Frozen Foods has been the pioneer in delivering fresh frozen seafood in Singapore since 1983. Initially starting out by distributing local favorites such as shrimps, crab meat, scallops, black cod, and frog legs, Sin Hin Frozen Foods now supplies a broad range of choice seafood all over the world. The company initially started as local distributor selling frozen seafood and has now evolved over 30 years into a global supplier with a presence all over Asia, America, Australia, and Europe. Sin Hin Frozen Foods continues adapting to the latest food trends to not just be relevant, but to stay at the forefront of the frozen food industry. .

**The Recipe to Success**

Sin Hin Frozen Foods was not always one of the behemoths of global fresh frozen seafood distribution it is now today. Initially, their humble beginnings started as "New Long Food Ltd" in 1983 as a local distributor selling frozen seafood. Their first breakthrough milestone was becoming the first company authorized to supply frog legs to Singapore and ever since they have never looked back. Over the next 30 years, Sin Hin Frozen Foods has grown to now become one of the largest global suppliers of frozen seafood offering a broad range of choice seafood. From the source of their seafood to the packing process that uses the latest technology to keep nutrients locked in, to the way they handle logistics, every aspect of Sin Hin Frozen Foods is designed to deliver the highest quality possible. However, the pursuit of the best would bring about unforeseen challenges for them.

**Headquarters:**
Sharikat National, Singapore

**Industry:**
Food & Beverages

**Company Size:**
11-50 employees

**Website:**
www.sinhin.com.sg

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It improved our productivity and made the things more smooth through automation. So that's why I think it is great in terms for increasing efficiency and manpower savings.

**Albert Lee**
Sin Hin Frozen Foods

**APPSeCONNECT**

**Working Smart for the Hard Work**

Traditionally Sin Hin Frozen Foods has been in the industry of importing and exporting seafood to B2B customers across the globe. They eventually expanded their operation by going online and started selling sushi production items through their eCommerce platform. They also opened a physical store with plans for several more establishments in the future. For their online sales, Sin Hin Frozen Foods was using Shopify as their front-end eCommerce store, while SAP Business One was their ERP (Enterprise Resource Planning) solution. The Shopify Basic plan and SAP Business One setup they have been using for 6 years, which they were operating manually initially brought in immense success. However, the manual management of their mounting business data between the two systems because of their growing popularity soon become a major hurdle to their long-term business scalability and sustainable growth. .

**The SAP Business One + Shopify Integration by APPSeCONNECT**

The ever-expanding data volume from their online sales from their Shopify web made it extremely difficult to track and manage it manually in their back-end SAP Business One implementation. With Sin Hin Frozen Foods constantly striving to be at the forefront of trends and the industry, the slow-down of daily operations from manual processes was becoming unacceptable. The need for an end-to-end bidirectional data synchronization and automation tool became prudent to streamline their operations. The solution that delivered them the automation and integration they were looking for was APPSeCONNECT's robust ready-to-use SAP Business One and Shopify connectors.

APPSeCONNECT as a next-generation, intelligent, low-code BPA and integration platform offered its **SAP Business One + Shopify integration** that provided a robust pre-configured solution to rapidly develop and deploy all necessary integration to increase operational efficiency and improve their time to market. With APPSeCONNECT's integration, Sin Hin Frozen Foods also got to work hands on with ProcessFlow, a feature-packed visual integration designer that provides an intuitive GUI to enable users of every skill level to customize all their necessary integrations effortlessly.

**The Integration Powerup**

With the powerup of seamless end-to-end integration and instantaneous bidirectional sync from APPSeCONNECT, Sin Hin Frozen Foods was able to quickly automate their bulk manual processes between their applications. According to Albert Lee, Sin Hin Frozen Foods "… it improved our productivity and made things more automated." The APPSeCONNECT team was also vigilantly present throughout the entire project duration to deliver a prompt implementation of the solution that worked flawlessly. The configured connector delivered to Sin Hin Frozen Foods came packed with the following features.

- Seamless integration between SAP Business One and Shopify
- Automated real-time bidirectional data synchronization
- Reduce overhead expenditure on workforce
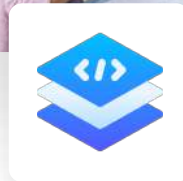- Enabled complete business process automation .

**And That's Where We Are**

The SAP Business One + Shopify integration offered by APPSeCONNECT to Sin Hin Frozen Foods has now enabled them to set aside all roadblocks and accelerate their path to long-term business scalability and sustainable growth. They are thankful to APPSeCONNECT for streamlining their journey towards an end-to-end automated enterprise powered by integration.

Some of the benefits that APPSeCONNECT brought to Sin Hin Frozen Foods include: :

- End-to-end integration of their entire application stack
- Improved business productivity
- Reduced manual efforts and costs associated with it
- Flexibility to customize the solution according to needs
- Ready access to business data

**APPS e CONNECT**

## 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**

AUTOMATION CHAMP!

# 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.

Request a Demo