APPS*e*CONNECT

DIGI TECH TRADING

Explore how Digi Tech Trading achieved seamless synchronization of their inventory data between their eCommerce platform and ERP solutions and delivered greater customer experiences with the help of APPSeCONNECT

About Digi Tech Trading

Digi Tech Trading is a leading professional filmmaking and broadcasting equipment retailer in Dubai. Established in 2011, Digi Tech Trading has over a decade of experience under their belt in delivering premium quality equipment and services related to filmmaking.

Keeping Focus on Growth

Over the years of delivering high-quality filmmaking equipment across Dubai, Digi Tech Trading has rapidly grown into a successful business. With Digi Tech Trading selling through multiple channels, including in-store, offline sales, and website, made the orders and sales data very complex. To streamline their critical business data, they implemented SAP Business One. For their online store, they implemented Magento as their eCommerce platform. With both applications in place, Digi Tech Trading were able to effectively streamline the management of their individual processes. However, with both applications working in isolation, manually synchronizing data between them was quickly becoming a compounding hurdle toward sustainable and scalable growth.

Headquarters:
Dubai, UAE

Industry:
Electrical & Electronics

Company Size:
11-25 employees

Website:
www.digitech.tv

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Ramez Tacrity
Digi Tech Trading

Hardwork to the Buildup

With the growing volume of orders Digi Tech Trading was managing from their online store, it was exponentially becoming a complex challenge. Having to manually transfer inventory data between SAP Business One to Magento caused scenarios where the webstore was displaying a product as out of stock despite it being available in inventory. Manually managing the workflow between SAP Business One and Magento was error-prone and counterproductive to sustaining their rapidly growing business. They were in dire need of an integration solution that would automate the bi-directional data synchronization between SAP Business One and Magento to improve business efficiency. That is when APPSeCONNECT came in as their perfect solution.

The SAP Business One + Magento Connector by APPSeCONNECT

The manual transfer of data between the applications led to major missed opportunities in business growth and productivity. The integration of SAP Business One and Magento through APPSeCONNECT was the smart integration solution Digi Tech Trading needed. The lean next-generation Business Process Automation and Integration capabilities of APPSeCONNECT, enabled Digi Tech Trading to instantaneously synchronize inventory and other business-critical data effortlessly between SAP Business One and Magento webstore.

The **SAP Business One + Magento connector** by APPSeCONNECT delivered a seamless integration with its powerful pre-packaged connectors and enabled Digi Tech Trading to improve their order fulfillment and inventory management. Digi Tech Trading also got to work with APPSeCONNECT's powerful Visual Integration Designer, ProcessFlow to readily design, deploy and manage customizations for their every integration.

Lights, Camera, and Automation!

With the newfound power of automation for their workflow, Digi Tech Trading with the help of APPSeCONNECT was able to rapidly accelerate their order delivery workflow and remove data redundancies. With the APPSeCONNECT Support Team diving in head-on to deliver the best possible customer experience, the solution got implemented as fast as possible without a hitch. According to Ramez Tacrity, Digi Tech Trading, "*APPSeCONNECT offered easy automation and issue debugging. The team is also very supportive and cooperative. In case of any issues, they would modify the sync procedure to resolve it.*" The APPSeCONNECT team deployed a powerful integration solution to enable seamless Business Process Automation (BPA). The curated solution delivered to Digi Tech Trading by APPSeCONNECT offered the following:

- Eliminated false out-of-stock cases on Magento despite inventory available within SAP Business One
- Removed customer data redundancies through direct store procedure implementation on the HANA database
- Automated synchronization of items between SAP Business One and Magento with the same SKU
- Streamlined item stock management
- Significantly improved efficiency of order fulfilment workflow
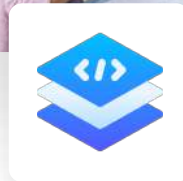- Offered complete overview of all business-critical metrics

The Final Cut

Through the help of the SAP Business One and Magento integration by APPSeCONNECT, Digi Tech Trading is achieving greater heights of success. Digi Tech Trading is more productive and efficient than ever, and they are thankful to APPSeCONNECT for enabling them to achieve this newfound growth.

Some of the benefits offered by APPSeCONNECT to Digi Tech Trading include:

- Streamlined business operations
- Enabled Instantaneous synchronization of stock data
- Allowed selling to multiple platforms from a single warehouse
- Centralized place for information and reduced data errors
- Reduced costs for manual operation
- Improved customer experience
- Increased business productivity

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