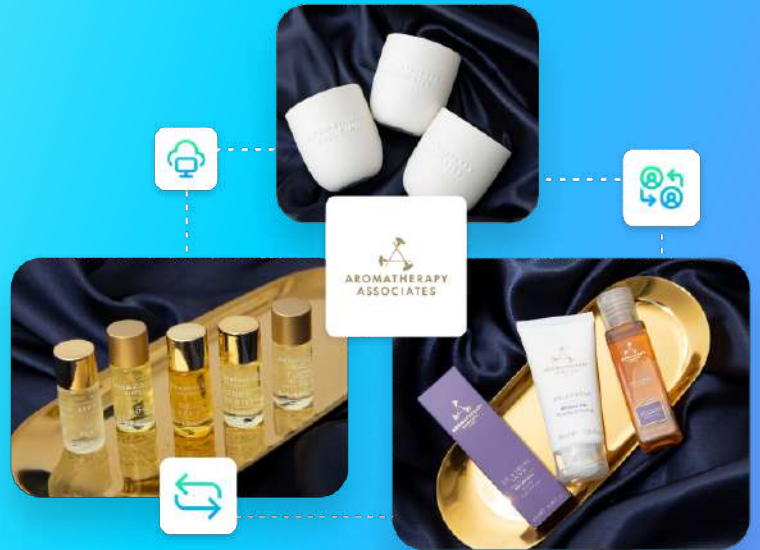APPS℮CONNECT

CUSTOMER STORY

AROMATHERAPY ASSOCIATES

Aromatherapy Associates Achieved Faster Business Growth with Seamless Data Sync Between Their eCommerce and ERP Platforms Through APPSeCONNECT.

Headquarters:
London, Middlesex

Industry:
Beauty & Cosmetics

Company Size:
11-50 employees

Website:
www.aromatherapyassociates.com

About Aromatherapy Associates

Operating out of London, Middlesex, Aromatherapy Associates has been a prominent global distributor of essential oils for over 30 years. The company's first store was opened in 1985 with a small range of therapeutic-grade products and treatments, by the founders Geraldine Howard and Sue Beechey, with the intention of connecting customers with the emerging practice of aromatherapy. Training under renowned aromatherapist Micheline Arcier, the founders soon experienced the positive power of aromatherapy and essentials oils in our everyday physical and emotional wellbeing.

> "*From day one, I always believed in creating blends with intent and purpose – to help individuals in pairing them with their perfect therapeutic blend.*", says **Geraldine Howard**, Founder of Aromatherapy Associates

Years later, Aromatherapy Associates also launched their eCommerce website (www.aromatherapyassociates.com) to cater to the changing consumer demands and reach a wider audience. Today, the company offers multi-award-winning wellness collections and is a successful brand with an ever-growing range of products and transformative treatments. With their rich legacy intact, the company works only with the finest ingredients to produce the highest quality products in the field of aromatherapy.

APPSeCONNECT provided detailed explanations on how the integration affects each department of our business involved in processing eCommerce orders and they have provided speedy solutions for all our requirements.

Andreea Sprinceana
Aromatherapy Associates

Achieving Flourishing Growth

Aromatherapy Associates has become an emerging global brand in the field of aromatherapy and transformative treatments. Their wide range of award-winning essential oils brought them great popularity with the growing demand for natural treatments. The company ran a Shopify webstore to market their products and sell to their global customers, and Microsoft Dynamics NAV ERP to manage the back-end operations. However, with both applications working in isolation, managing data across different departments was becoming a major setback to their growth.

Pushing Through all Challenges

With the growing number of orders on their website, it was becoming difficult to process them quickly. Maintaining order and inventory data on multiple applications was tedious and counter-productive to their business growth. There was a lot of wasted man-hours in manually updating data between two systems. They needed a smart solution that could provide end-to-end integration of their eCommerce and ERP applications and automate their business processes to deliver data-driven insights for better planning. That is when APPSeCONNECT came in to provide the ideal integration solution for them.

The Shopify + Microsoft Dynamics NAV Connector by APPSeCONNECT

With no integration, Aromatherapy Associates had to manually transfer all their sales orders, inventory data, invoices, customer and shipping details, etc., between the two applications. The manual workflow was impacting their capability to operate with agility and flexibility.

The **Shopify + Microsoft Dynamics NAV** integration by APPSeCONNECT was the ideal solution for Aromatherapy Associates that could cater to all their business needs. The connector delivered reliable end-to-end integration with the help of pre-packaged templates for quick launch and enabled automated business cycles to improve operational productivity.

The Glow Up with Automation

With the business processes now automated, Aromatherapy Associates was all set for an effective integration journey with their business-critical applications and data. The APPSeCONNECT Team went in with all hands on deck to deliver a fast and seamless implementation of the integration platform. According to Andreea Sprinceana, Customer Service Rep. from Aromatherapy Associates, the APPSeCONNECT Team *"provided detailed explanations on how the integration affects each department of our business involved in processing eCommerce orders and they have provided speedy solutions for all our requirements."*
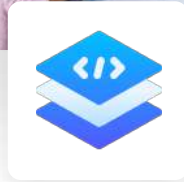
With this integration, they were able to

- Achieve efficient bidirectional sync of all essential business data
- Sync orders that come through the E-commerce platform to our ERP
- Ensure live inventory sync and automatic update across channels
- Decrease order processing time and streamline order fulfillment
- Access detailed reports and take data-driven decisions

Some benefits of APPSeCONNECT include:

- Full-stack business application integration
- End-to-end connection between eCommerce and ERP
- Flexible customizations to meet different business needs
- Reduced manual efforts and data redundancies
- Centralized source for business-critical data
- Lower Operation Costs and total cost of ownership (TCO)
- Consistent and accurate data to enhance customer loyalty
- Improved organization-wide efficiency of business processes

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