

HOUSE OF FLAGS



Powering House of Flags' Digital Transformation with APPSeCONNECT's End-to-End eCommerce and ERP Integration.

About House of Flags

House of Flags began its journey out of a small mill in Cambridgeshire, London, in 1977. The company has now grown to become a leading producer and supplier of flags, signage, and other related products for indoor and outdoor spaces in the UK and has expanded their business to support 3 offices located nationwide. Working globally with recognized brands like Airbus, BMW, Volkswagen, and Marriott Hotels, they now process over 7000 orders annually with a turnover of £4 million.

The company initially operated through traditional brick-and-mortar stores across Cambridgeshire, Birmingham, and Taunton, before introducing their eCommerce store (flags.co.uk) to tap into the wider market of online commerce.

With both their physical and digital stores successfully operating in parallel, House of Flags strives to continue delivering a wide range of products and services to their customers.

Rising to Success

House of Flags soon became an emerging brand in the UK but was limited in their scope of operation as a traditional offline B2B business. For their expansion into the online B2B market, they deployed Magento as their eCommerce platform and Priority ERP as their ERP application to manage back-office processes. Both platforms offered them the capabilities to effectively manage their respective workflows. However, without a digital-first approach and seamless automation between the two applications, they were soon to face major challenges to their success.

Headquarters:

Kimbolton, Cambridgeshire

Industry:

Manufacturing & Distribution

Company Size:

11-50 employees

Website:

www.flags.co.uk



Vaulting Over the Hurdles

With Magento and Priority ERP in place, House of Flags was able to take their business online but was unable to streamline the workflows between the applications. They were facing challenges with synchronizing customers' data, transactions, orders, communications, etc. with the back-end system.

The slow manual data transfer between the applications also meant sales reps could not readily access the most up-to-date information for their customers. Thus, it was necessary for them to implement an intelligent automation platform that offers an end-to-end integration between the two applications. APPSeCONNECT was the ideal low-code Business Process Automation (BPA) platform that could deliver a scalable solution.

The Magento + Priority Connector by APPSeCONNECT

APPSeCONNECT's powerful Magento + Priority connector delivered efficient and seamless automation for the complete digital-first infrastructure House of Flags was looking for. The pre-packaged connector delivered fast and reliable integration right out of the box which helped them achieve faster time to market as an automated eCommerce business.

With the integration, the synchronization of all business-critical data like sales orders, inventory data, and customer details were automated. The automation offered access to real-time data and visibility into business analytics to enable data-driven decision making and generate greater sales opportunities.

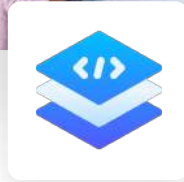
Waving the Integration Flag

Through the integration delivered to House of Flags, they were now fully equipped to make their transition into a digital-first business and leverage the full spectrum of opportunities offered by online B2B Commerce. Soon after going live with the integration, they were able to generate and manage 250+ online orders monthly, proving the digital channel to be a success. Team APPSeCONNECT also put in their best efforts to make the digital transformation as fast and as seamless as possible.

The advantages APPSeCONNECT provided include:

- Streamlined B2B eCommerce integration
- Reduced manual efforts and data redundancies
- Improved supply chain and logistics
- Enabled organization-wide real-time data visibility
- Provided accurate online B2B inventory and order management
- Delivered ready access to up-to-date information to sales reps
- Complete mapping of all business data
- Improved 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](#)



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.