APPS℮CONNECT

AFRICAN AMERICAN EXPRESSIONS

African American Expressions Achieves Faster Business Growth with Real-Time Bi-Directional Data Sync Between their ERP, eCommerce, Marketplace, and Shipping Platforms with APPSeCONNECT.

About African American Expressions

African American Expressions, founded by Gregory Perkins in 1991 in Sacramento, California, has been on a remarkable journey of growth and success. With over 30 years of experience in the market, the company has become the leading black-owned greeting card company in America. Starting as a small business with only three designs of ethnically sensitive Christmas cards, African American Expressions has now blossomed into a company that sells over 2,500,000 cards annually, with over 500 original designs and a wide range of inspiring gifts such as calendars, handcrafted figurines, journals, mugs, magnets, bookmarks, Christmas decorations, and more.

Gregory Perkins was a highly esteemed keynote speaker at the African American Booksellers' Book Expo of America, where he imparted his valuable insights and expertise on **"Increasing Your Bottom Line."** His persistence was fueled by his childhood experiences watching his father run the family restaurant and at the America for the African American Booksellers speech he **proudly stated**, **"It is my intention to be about my Father's business."**

African American Expressions now caters to their evolving consumer needs through its eCommerce website (www.black-gifts.com) and online marketplaces like Amazon. The company has quickly grown its market presence and broadened its reach by utilizing multiple distribution channels and serving thousands of retailers and wholesalers globally.

Headquarters:
Sacramento, California

Industry:
Consumer Goods

Company Size:
11-50 employees

Website:
https://black-gifts.com/

An Expressive Growth

African American Expressions has established itself as a rising global brand in the sale of culturally sensitive Christmas cards and other uplifting gifts such as calendars, handcrafted figurines, and more. By utilizing a Shopify webstore and an Amazon store, the company effectively reaches and sells to customers worldwide. The implementation of SAP Business One as their ERP and ShipStation as their shipping solution streamlines the company's back-end operations and makes sure the order fulfillment cycle is fast and smooth. However, to further enhance their growth and success, the integration of all these systems was necessary.

Overcoming the Barriers to Success

Having the three platforms in place helped African American Expressions to exponentially increase their online sales, however, they were facing challenges in processing them efficiently. They realized that manual updates of inventory levels across their eCommerce, ERP, and shipping applications were taking up valuable time and slowing down their business growth. To enhance customer satisfaction and improve delivery times, they sought a solution that could seamlessly integrate their eCommerce, marketplace, ERP, and shipping applications and automate their processes for better data-driven insights.

The company was also facing challenges in efficiently managing high volumes of orders and ensuring a smooth fulfillment process due to the lack of automation between their various applications. This was also causing inconsistencies in front-end data availability across the organization. Recognizing the need for improvement, they were seeking to deploy a smart business process automation platform that would provide end-to-end integration for SAP Business One, Shopify, Amazon, and ShipStation. That is when APPSeCONNECT stepped in and delivered the perfect integration solution for their needs..

The Shopify + SAP Business One, Amazon + SAP Business One and ShipStation + SAP Business One Connector by APPSeCONNECT

APPSeCONNECT delivered an end-to-end integration of **Shopify + SAP Business One,** **Amazon + SAP Business One**, and **ShipStation + SAP Business One** for real-time bidirectional data sync across all applications within the digital infrastructure. The pre-configured connectors delivered a seamless integration for the application right out-of-the-box, under a single platform. By working with APPSeCONNECT, African American Expressions also got to work with ProcessFlow, the robust Visual Integration Builder by APPSeCONNECT, that helped them customize the integration to meet all their specific needs effortlessly.

The complete suite of connectors for SAP Business One, Amazon and Shopify facilitated efficient management of crucial business functions and ensured real-time data exchange between the applications. The pre-configured integration templates offered robust automation for operational efficiency. Furthermore, it provided a centralized platform for monitoring and evaluating integration data to guarantee the seamless operation of automated procedures.

That is How the Journey Goes

With the complete suite of SAP Business One integration with Shopify, Amazon, and ShipStation integration offered by APPSeCONNECT, African American Expressions was able to achieve greater heights of success than ever. With a commitment to providing exceptional customer experiences, the APPSeCONNECT team worked tirelessly to ensure a swift and seamless implementation of the integration platform.

The range of the benefits APPSeCONNECT offered to African American Expressions include:

- Seamless Integration and automation of 6 different business processes
- Improved customer satisfaction and order fulfillment levels.
- Eliminated the need for manual data transfer for bulk processes
- Customization capabilities for implemented integrations
- Increase business efficiency and productivity
- Centralized all business-critical data under a single platform

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