CUSTOMER STORY

MACUHEALTH

Explore how MacuHealth achieved a 30% increase in sales volume with the help of APPSeCONNECT!

About MacuHealth

Established in 2006 and headquartered in Michigan, USA, MacuHealth is an industry-leading provider of eye care supplements for patients at every stage of life. Founded by French-born entrepreneur Frederic Jouhet, MacuHealth was formed with the objective to provide unique and effective preventative treatments for ocular diseases. The company's products range from supplements that offer generalized health benefits for the eyes to the nutritional supplement LMZ3 which provides preventative treatments for macular disease.

To effectively cater to their growing customer base, MacuHealth took their business online through their eCommerce site **(www.macuhealth.com)**. The company now boasts many distribution groups around the world and has become the supplement of choice in the fight against Age-Related Macular Degeneration (AMD) and the enhancement of visual functions for patients across the world.

Setting Sight on Success

With MacuHealth's dedication to providing the best eye care supplements that science can offer, they rapidly grew to become an industry leader within the market. To cater to this growing demand and expand their reach, they implemented an eCommerce webstore through WooCommerce and SAP Business One for managing their back-end operations. While both applications offered robust functionalities for their respective workflows, the isolated databases for each application resulted in a significant blocker to their fast and effective operations. Thus, a seamless integration between their eCommerce and ERP application was needed to manage their huge customer base and maintain a successful business process.

Headquarters:
Michigan, USA

Industry:
Health, Wellness & Fitness

Company Size:
11-50 employees

Website:
www.macuhealth.com

MacuHealth has realized a significant reduction in ecommerce customer complaints that free up time for customer support team to service other customers. There has been no requirement to add additional overhead costs while experiencing a 30% increase in sales volume.

I would highly recommend this product. I was very impressed with the "esprit de corp" attitude of the APPSeCONNECT implementation team. This contributed to fact that Macuhealth was able to complete the new website project on time and within budget.

Jim Masciangelo
MacuHealth

Hurdle to Visionary Growth

The lack of efficiency due to the manual synchronization of data between WooCommerce and SAP Business One was a significant hurdle toward enabling the fast and scalable growth of MacuHealth. The manual management of business-critical data claimed a significant amount of time and resources, resulting in reduced productivity and a greater risk of data redundancies. They were also facing difficulties with the API used for credit card processing offered by Thirdwave Business Systems (TWBS). They needed an intelligent low-code Business Process Automation platform that could seamlessly integrate their eCommerce and ERP applications to streamline their business operations and deliver data-driven insights. That is when APPSeCONNECT came in as the ideal integration solution for them.

The WooCommerce + SAP Business One Connector by APPSeCONNECT

The **WooCommerce + SAP Business One** connector by APPSeCONNECT delivered the perfect solution to enable seamless integration and real-time bidirectional data sync between the eCommerce and ERP applications. The integration streamlined the orders, pricing, and inventory data from the webstore and effectively automated the business workflows.

Through the integration, all business-critical workflows were streamlined and automated to increase efficiency and eliminate the risk of data redundancies by removing the need for manual operations. The credit card authorization workflow was also automated, and end-to-end mapping of all business objects was implemented. APPSeCONNECT also provided a centralized roof for effective monitoring of the integrated business processes and offered data-driven insights to business decision-makers.
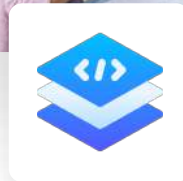
The Power of Automation

With all critical workflows now automated between the eCommerce and ERP applications, MacuHealth was now fully equipped for an effective digital transformation journey. According to Jim Masciangelo from MacuHealth, "*MacuHealth has realized a significant reduction in eCommerce customer complaints that free up time for the customer support team to service other customers. There has been no requirement to add additional overhead costs while experiencing a 30% increase in sales volume. I would highly recommend this product.*"

With a persistent dedication to delivering top-notch customer experiences by the APPSeCONNECT Team, Jim Masciangelo also stated, "*I was very impressed with the "esprit de corps" attitude of the APPSeCONNECT implementation team. This contributed to the fact that MacuHealth was able to complete the new website project on time and within budget.*"

With APPSeCONNECT's robust integration, MacuHealth achieved the following:

- 30% increase in sales volume with no additional overhead costs.
- Significant reduction in eCommerce customer complaints.
- Improved productivity for the customer support team.
- Efficient processing of over 100 customer orders per day.
- Huge savings in time and resources.
- Efficient real-time data exchange.
- Complete elimination of manual data entry and reduced data redundancies.

APPSe**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