

CUSTOMER STORY

NATURESPUS



Explore how NaturesPlus automated their eCommerce, ERP, and shipping systems across their organization and unlocked greater efficiency to streamline workflow across all their brands with APPSeCONNECT.

About NaturesPlus

Established in 1972 and based in Melville, New York, NaturesPlus (Natural Organics Inc.) has been producing a wide range of vitamins, energy supplements, and nutritional supplements tailored for different age groups for over 50 years. The company has now become renowned for its popular Animal's Parade gummies formulation for kids. NaturesPlus also offers a variety of other well-received brands such as Ageloss, Animal Parade, and Hempceutix.

NaturesPlus is expanding its operations outside of the USA and with their eCommerce store (<https://naturesplus.com/>) they are catering to their growing market of both B2B and B2C customers. The company has become one of the leaders in the industry of natural healthcare and wellness supplements and they continue to be motivated to create top-quality supplements that provide the best quality for both outcomes and standards.

On the Path to Healthy Growth

NaturesPlus had implemented Shopify as their eCommerce platform and SAP ERP as their ERP solution to deliver a more impactful eCommerce experience and streamline their back-end operations. ShipWorks was also implemented as the logistics solution to effortlessly manage order fulfillment process. With all three solutions in place, the company was effectively catering to a wide spectrum of customers across both B2B and B2C markets. However, with each brand under NaturesPlus needing to be registered as specific Shopify stores with differing terms of validations and product offerings, the different systems working in isolation created a complex environment between their ERP and eCommerce applications. The lack of integration and automation also caused a significant challenge when it came streamlining order fulfillment through ShipWorks.

Headquarters:
New York, USA

Industry:
Health, Wellness & Fitness

Company Size:
201-500 employees

Website:
<https://naturesplus.com/>



Overcoming the Hurdles of Silos

With the siloed databases of the eCommerce, ERP and shipping applications, NaturesPlus was facing a significant challenge managing both their B2B and B2C customer orders. With specific stores with differing requirements for validation and products for their multiple brands, managing their complicated SAP ERP environment with their Shopify store became a significant challenge. Having to manually handle bundled products on Shopify, manage complicated pricing and discount for B2C orders and keep sync of available inventory was also severely slowing down their speed of operation and increased the risks of errors across workflows.

NaturesPlus was also facing issues with handling fraudulent orders that had to be handled by setting up delivery blocks within SAP ERP. Additionally, being a supplier of healthcare and medical products, they also had to ensure compliance of their Hempceutix products as per government rules. Thus, a seamless integration platform was required that would provide a unified roof for all their business data and enable automation of their complex software ecosystem to streamline business processes. That is when APPSeCONNECT came in to offer a seamless three-way integrated infrastructure between their ERP, eCommerce, and shipping application ecosystem.

The Shopify + SAP ERP + ShipWorks Integration by APPSeCONNECT

APPSeCONNECT's **Shopify + SAP ERP** and **ShipWorks** connector delivered a seamless three-way integration solution by enabling real-time bidirectional data synchronization between the eCommerce, shipping and ERP applications. This integration streamlined the synchronization of their product catalog, B2C orders, inventory data, and shipment information from their webstore, resulting in more efficient business workflows.

By automating business-critical workflows, the integration eliminated the need for manual operations, increasing efficiency and reducing the risk of data redundancies. The seamless data integration between SAP ERP and Shopify enabled end-to-end integration and automation of all complex processes between the applications. Additionally, to overcome the problem of fraudulent orders, a business logic was included to check if the order is fraudulent and if so, it was marked with delivery block along with elaborate fraudulent order check information. Finally, APPSeCONNECT also provided a centralized platform for monitoring the integrated business processes effectively and offered data-driven insights to business decision-makers.

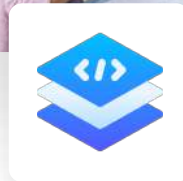
The Boost of Automation

With the help of APPSeCONNECT NaturesPlus was able to automate all their crucial workflows between their eCommerce, shipping and ERP applications and achieve a successful digital transformation. The integration allowed for the automated synchronization of data between the three systems, resulting in reduced manual efforts and increased efficiency. With the help of APPSeCONNECT, NaturesPlus was able to streamline their order fulfillment process, enhance customer experience, and gain real-time insights to manage their business with greater efficiency than ever before. The team at APPSeCONNECT went all in to provide a robust implementation and unparalleled customer experience, ensuring a speedy deployment of the solution.



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

- Process automation and business efficiency through removal of manual work.
- Lower fulfillment cost with internalization of warehousing function.
- Stronger customer relationship through improved customer experience.
- Improved customer satisfaction with same day shipment of orders.
- Reduced order cancellation caused by non-availability of products.
- Better financial reconciliation with order line-item level reporting.
- Enhanced compliance by preventing shipping of fraudulent orders.
- Reduced shipping charges through three-way integration of SAP ERP, Shopify, and ShipWorks.



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.