

CUSTOMER STORY

MARBLE TREND



Discover how Marble Trend implemented APPSeCONNECT to automate their ERP, CRM, and accounting applications company-wide, to enhance efficiency.

About Marble Trend

Situated in Toronto, Canada, Marble Trend has emerged as the leading importer of high-quality natural stone and porcelain products. With an impressive history of over three decades, they have solidified their position as the industry's premier suppliers, offering a wide range of exceptional products. Noteworthy among them are cutting-edge brands like NATURA Sintered Stone, Stain-Proof, Kreoo, Lithos Design, Listone Giordano, INAX, Stone Italiana, Vetrazzo, BALUX, Favemanc, Friulmosaic, and many others. Their unrivaled craftsmanship has garnered recognition in prestigious residences and prominent structures throughout Canada and the USA.

For more than 30 years, Marble Trend has served a diverse clientele in Toronto, establishing itself as the primary destination for natural stone. Through their website, (www.marbletrend.com) they were also expanding their operations online. Their outstanding inventory boasts an extensive selection of luxurious products, including tiles, mosaics, slabs, exterior and interior wall cladding, and various other offerings, all tailored to meticulous specifications. With their vast range of products and materials, Marble Trend effortlessly caters to a wide range of design preferences, providing abundant options to complement any desired aesthetic.

Paving the Path to Growth

Marble Trend has become a distinct enterprise in the premium natural stone and porcelain industry, attracting attention with their exceptional collection of products. To streamline operations and improve customer relationships, they had implemented SAP Business One as their comprehensive ERP solution, while Zoho CRM and Zoho Books were utilized for their customer relationship and accounting solution respectively. This suite of applications enabled efficient management of the individual workflows associated with inventory, finances, customer interactions, and sales. However, the data siloes due to the lack of integration between the applications were increasingly reducing their efficiency of operations and limiting their potential for greater business success.

Headquarters:
Ontario, Canada

Industry:
Manufacturing and Distribution

Company Size:
11-50 employees

Website:
www.marbletrend.com



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Frank Luchetta
Marble Trend

Navigating the Rocky Obstacles

The three applications, while offering the best-in-class solution for their respective departments, could not transfer data between the applications to allow flexible operations across the entire organization. The lack of integration between SAP Business One, Zoho CRM, and Zoho Books hindered critical business workflows such as order add, product sync, account sync, and warehouse-wise inventory where Marble Trend had to maintain the data manually. With them utilizing a highly customized Zoho environment, designing and deploying an integration from scratch for them was an overly complex procedure. Thus, a robust low-code Business Process Automation (BPA) platform was needed to ensure seamless integration across the three applications and enable them to generate more sales opportunities by enabling their team with real-time data and business visibility. That is when APPSeCONNECT came in as the ideal automation platform for Marble Trend to streamline and automate their complex business processes.

The SAP Business One + Zoho CRM Connector and SAP Business One + Zoho Books Integration by APPSeCONNECT

Marble Trend achieved their end-to-end integration success and business automation through APPSeCONNECT's SAP Business One + Zoho CRM and SAP Business One + Zoho Books connectors. The pre-configured integration packages offered by APPSeCONNECT facilitated a seamless integration experience, enabling significant benefits for Marble Trend in terms of business process optimization, reduced manual intervention, enhanced system stability, and improved inventory management.

APPSeCONNECT automated various workflows, ensuring efficient data synchronization and seamless operations between SAP Business One, Zoho CRM, and Zoho Books. Notably, the automated DI-server scheduled restart enhanced system stability and minimized downtime, while the integration addressed the challenge of maintaining zero inventory quantity in Zoho, streamlining inventory management, and ensuring accurate inventory tracking. APPSeCONNECT also provided a centralized platform for monitoring and managing all integrations, offering comprehensive business analytics, and empowering Marble Trend with increased automation and improved efficiency.

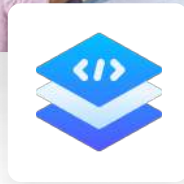
Automation, the Stepping-Stone to Efficiency

With the seamless multi-application integration of SAP Business One, Zoho CRM and Zoho Books, Marble Trend was able to achieve the complete automation of its complex software ecosystem. With the dedicated and systematic approach of the APPSeCONNECT team, a robust integration was deployed rapidly and seamlessly. According to Frank Luchetta, the CFO of Marble Trend, with the help of APPSeCONNECT, ***“They were successful in having apps which would push data from one program to the other and vice versa. So, we have been with them now for about two and a half years. We have been very happy with what they have done.”***



The integration curated to solve Marble Trend's business automation needs by APPSeCONNECT offered the following benefits:

- API limitations from Zoho were resolved to enable seamless integration.
- Developed integrations from scratch for complex business processes.
- Resolved SAP Business One DI-server issues to improve sync and enable timely delivery of products.
- Enabled efficient management of multiple invoices in Zoho Books.
- Offered zero inventory maintenance support in Zoho.
- Implemented a complete Zoho platform integration for end-to-end business process automation.
- Improved data monitoring and management for improved business decision making.
- Synchronized all business-critical end points, including Orders, Invoices, Accounts, Products, etc.



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.