APPSeCONNECT

MACHINERY MANUFACTURING COMPANY

Discover how a world-leading industrial equipment manufacturing company leveraged APPSeCONNECT for company-wide automation of ERP, CRM, and eCommerce applications.

About the Company

A global leader in plastics, recycling, and industrial heat transfer markets, the corporate entity provides manufacturing and business support services to drive better solutions for customers.

The diversified portfolio of the company encompasses industry leaders across various sectors. Its businesses include world-leading brands providing auxiliary equipment for plastics processing, size reduction solutions for plastics recycling, industrial heat transfer solutions, and pneumatic conveying technologies for the plastics industry.

Building Up Steam for Growth

During the COVID pandemic, with the global rise in demand for plastic manufacturing and processing machinery, the company experienced exponential growth in their international orders. To ensure reliable payment processing from their international clients, they shifted to credit cards as their primary payment method. Their growing customer base also required an accessible platform that would allow them to easily review their order history and receive updates on their shipment. Thus, to improve the customer experience, the team implemented Magento as their eCommerce platform, and to simplify their customer management and back-office operations, they implemented Salesforce and SAP ECC respectively.

Overcoming The Hurdles to Success

Even though the company implemented Magento, Salesforce, and SAP ECC as their business applications, they faced significant issues with keeping their data coordinated in real-time. They struggled with integrating crucial business data like Orders, Prices, B2B Customer Credit limits, Inventory, Shipments, and Invoices.
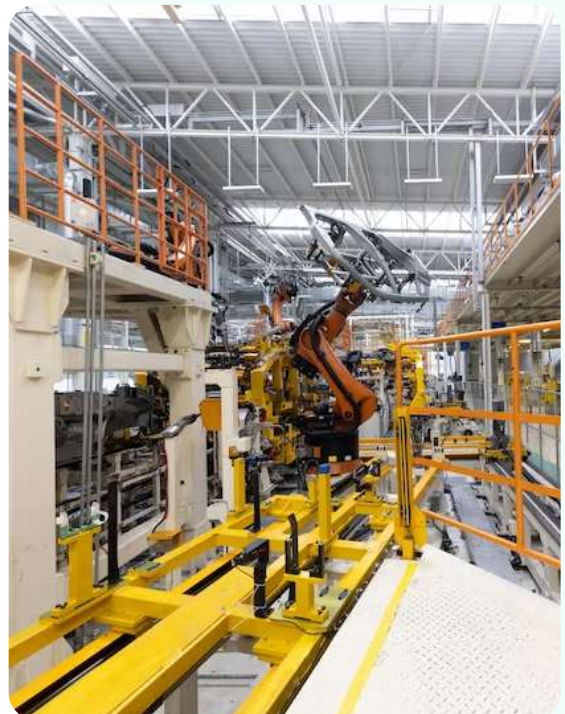
Headquarters:
Cranberry, Pennsylvania

Industry:
Manufacturing and Distribution

Company Size:
501-1,000 employees

They efficiently optimized their Magento store for certain keywords and was receiving good traffic, but they were facing challenges with abandoned carts. Being a B2B company, each order for them was of a very high value and customers abandoning their carts meant significant loss of revenue. They needed to synchronize the abandoned cart data between Magento and Salesforce, to better analyze their customer behavior and monitor sales conversions to accurately identify the cause behind shopping carts being abandoned.

Moreover, the disconnected application landscape led to problems in order management, product synchronization, account synchronization, and warehouse-wise inventory management. As a result, the company had to resort to manual data upkeep, which was time-consuming and not very efficient.

Building a custom integration from scratch was also not a viable option due to the highly customized nature of their system. That's when APPSeCONNECT entered the picture as the perfect automation platform, enabling them to streamline and automate their intricate business processes effectively.

The SAP ECC - Magento - Salesforce Integration

The company successfully achieved seamless integration and business automation using APPSeCONNECT's powerful connectors between, SAP ECC, Magento and Salesforce. The pre-configured integration packages provided by APPSeCONNECT played a critical role in automating various workflows and facilitating efficient data synchronization across the applications.

To streamline the **customized Customer sync processes, custom BAPIs were developed specifically for SAP ECC**. Additionally, **custom APIs were also implemented to replicate the order numbers from SAP ECC** into Magento's order system, enabling seamless order management between the platforms.

Moreover, APPSeCONNECT successfully **synchronized abandoned carts in Magento as Tasks in Salesforce**, enabling them to better communicate with their potential customers, address the reasons behind the abandoned cart and improve their sales conversion.

The seamless integration provided not only enhanced their operational productivity but also served as a driving force for faster growth and success. By harnessing the power of data-driven insights, they were able to effectively capitalize on new sales opportunities and strengthen customer relationships.
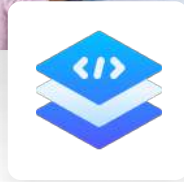
The Boost of Automation

The successful connection between SAP, Magento and Salesforce through a seamless multi-application integration approach enabled the business to achieve complete automation of its complex software ecosystem.

With APPSeCONNECT's dedication and continuous collaboration, a comprehensive and robust integration was swiftly implemented and delivered to address their business needs.

The customized integration solution offered the following:

1. Real-time price synchronization from SAP to update the cart's line items whenever customers add products.

2. Abandoned cart information sync from Magento to Salesforce as Tasks, including all necessary details.

3. Complete automation of the business process, eliminating manual tasks.

4. Custom BAPIs creation in SAP and customized Magento B2B module to handle complex business scenarios.

5. Enhanced data monitoring and management to support better business decision-making.

APPS e 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