

CUSTOMER STORY

# Saddleback



## Witness how Saddleback enhanced their operational efficiency and productivity through seamless integration with APPSeCONNECT

### Project Overview

Saddleback, a leading player in the UK cycling market, has been providing top-notch cycling products and exceptional services to athletes with utmost dedication. The company has been growing exponentially and they sought to optimize its operations and streamline business processes to deliver an enhanced experience to its customers.

### The Journey towards Automation

Saddleback used Shopify Plus as their eCommerce front-end platform to sell and manage their products online. To maintain their back-end business operations, they employed SAP Business One. APPSeCONNECT successfully integrated Shopify Plus and SAP Business One for Saddleback and aimed to create a cohesive and efficient ecosystem, ensuring seamless communication between the e-commerce platform and the enterprise resource planning system and enabling an automated business environment.

### Challenges Faced Before Integration

Saddleback, being a long-term client, faced challenges due to outdated touchpoints and legacy coding. The presence of old-fashioned coding resulted in extended debugging times for some configurations, leading to delayed delivery of certain requirements. This posed a significant challenge as the company aimed to stay competitive in the dynamic cycling market.

**Headquarters:**  
United Kingdom

**Industry:**  
Sports and Sporting Goods

**Company Size:**  
51-199 employees

**Website:**  
<https://saddleback.co.uk/>



## Shopify Plus + SAP Business One Integration by APPSeCONNECT

APPSeCONNECT addressed the challenges by conducting a comprehensive analysis of the existing systems and seamlessly integrating Shopify Plus and SAP Business One to automate crucial business processes. The team identified and rectified issues related to outdated touchpoints and legacy coding, ensuring smoother integration operations. APPSeCONNECT's robust solution streamlined the communication between Shopify Plus and SAP Business One, paving the way for improved operational efficiency.

### Transformation after the Integration

Post-integration, Saddleback experienced a notable improvement in their overall efficiency and operation and also in its relationship with APPSeCONNECT. The continuous support provided by the integration solution resulted in enhanced operational turnover. Moreover, the client, impressed with the positive outcomes, started referring APPSeCONNECT to other businesses within their network. This not only highlighted the success of the integration but also showcased the potential for AppseConnect to serve as a reliable solution for other enterprises.

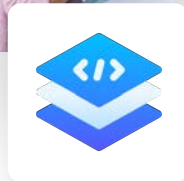
### The Special Scenario Addressed

APPSeCONNECT implemented a special scenario to meet the unique business needs of Saddleback. The introduction of gift cards as a method of payment in Shopify Plus added a new dimension to the business that allowed Saddleback to expand its payment options, providing customers with a more versatile and convenient shopping experience. The seamless synchronization of gift cards via APPSeCONNECT further contributed to the overall success of the integration.

### APPSeCONNECT's customized integration solution offered the following:

- Streamlined management of inventory data and invoices
- Automated product data sync from SAP Business One to Shopify
- Elimination of manual data exchange between applications
- Improved control and monitoring of inventory
- Improved organization-wide efficiency of business processes
- Scalable eCommerce growth through seamless integration of additional applications





## 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.