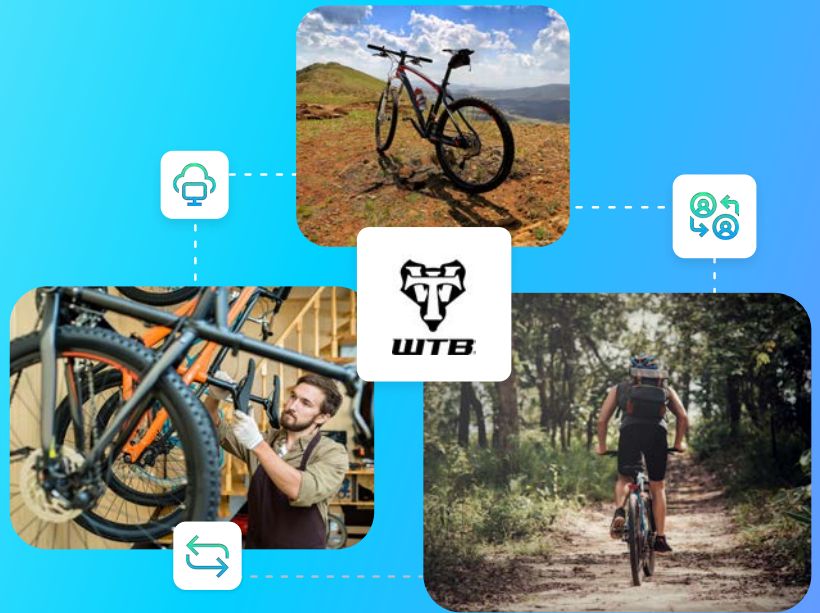


CUSTOMER STORY

Wilderness Trail Bikes



Witness how WTB was able to sync 99% of its bulk orders and improve efficiency and accuracy with APPSeCONNECT integration

Project Overview

Wilderness Trail Bikes, or WTB, a leading dealer in mountain bikes and accessories in the USA, started its journey in 1982 with the aim of creating that which did not exist. WTB has been consistent in building bikes and bike parts for almost 4 decades now and they are proud to bring the best of this industry to the world.

The Trail of Integration

WTB has been a prominent player in the US bikes market and has developed numerous accessories to build the community around it. WTB had a popular customer base in the US and employed Shopify Plus eCommerce to cater to all its buyers. To manage their back-end operations, WTB used SAP Business One DI-Server ERP and intended to integrate it with their eCommerce platform to enhance operational efficiency. Recognizing the need for a smart and robust integration platform, WTB connected with APPSeCONNECT for integrating Shopify Plus and SAP Business One. This integration aimed at creating a strong framework for WTB to synchronize and streamline its operations and applications.

Navigating Through the Challenges with APPSeCONNECT

WTB faced significant challenges related to DI-Server for SAP Business One, which caused multiple integration issues. However, the decision to transition to SAP Business One Service Layer marked a strategic move for WTB, wherein they were able to resolve their issues and initiate smoother operations with improved performance. However, web orders from Shopify Plus were still increasing and only an intelligent iPaaS platform could integrate these two applications.

Headquarters:

California, United States

Industry:

Sports and Sporting Goods

Company Size:

51-200 employees

Website:

<https://www.wtb.com/>



Shopify Plus and SAP Business One Service Layer – Solution by APPSeCONNECT

APPSeCONNECT provided the best-in-class integration platform for WTB to successfully integrate their Shopify Plus eCommerce store and SAP Business One Service Layer, with the aim of automating their business processes and operations. The integration platform played a crucial role in resolving WTB's integration challenges by enabling SAP Business One DI-Server migration to the Service Layer. This transition not only addressed the existing hurdles but also contributed hugely to the seamless integration process between Shopify Plus and SAP Business One. It is noteworthy that during the Black Friday sales, WTB was able to successfully sync 99% of all their orders and data, all possible due to the unparalleled integration and improved architecture. This not only allowed WTB to redirect their efforts to develop other areas of the business but also positioned it for a more scalable future.

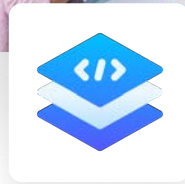
Improving Efficiency and Accuracy – Integration Benefits Outcome

Implementing the Shopify Plus and SAP Business One Service Layer integration by APPSeCONNECT provided pretty significant benefits to WTB. The business operations became notably smoother and required lesser man-hours to check and validate the data synchronization. These outcomes allowed WTB to focus more on business development and stability and less on managing data, marking an impactful improvement in their overall operations and business processes.

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.