

CUSTOMER STORY

Richardson Sports



Richardson improved efficiency in sales and inventory management, streamlined their operation and unlocked efficient B2B integration through APPSeCONNECT.

About

Richardson Sports Inc. was founded by the Richardson family in 1970 and is recognized as a leader in the team headwear industry and markets a full line of high-quality headwear products to thousands of accounts around the world. Richardson distributes their products only through authorized resellers.

Project Overview

With approximately 8,000 active customers all around the world, Richardson Sports has one of the largest lines of business operations in their vertical industry. They wanted to have an online portal with B2B capabilities - they used Magento as their eCommerce storefront and SAP Business One as their back-end tool. They were in need of a smart integration platform that could seamlessly connect all their applications to facilitate their business growth.

The Challenges

- They needed an integration platform to seamlessly connect all their business applications.
- Need of a customized B2B business module.
- Sync of all order of E-commerce store into SAP ERP.
- The stock of products had to be updated into Magento in real time from SAP.
- Sync lead times for out of stock items from SAP to e-commerce.
- Ability to show different users different discounted prices.

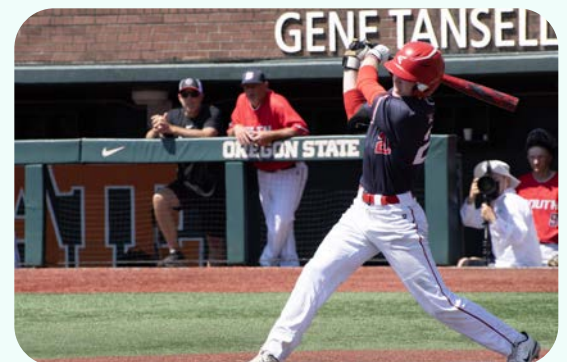
Headquarters:
Springfield, Oregon

Industry:
Sporting Goods

Company Size:
201-500 employees

Products and Services:
Team Sports Caps, Collegiate Licensed Products, Headwear Manufacturing, Private Label Headwear, Embroidery, Uniforms, Hats, and Promotional Headwear.

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



The Solution

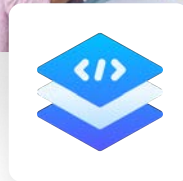
Integration: Magento with SAP Business One ERP

- APPSeCONNECT created separate Distributor company account, company admin account, company contact person account and Richardson Sales rep accounts in Magento from SAP.
- Sales Reps and Contact persons could place order on behalf of the distributor company.
- Customer specific pricing is maintained in their ecommerce portal from the ERP.
- End to end mapping between e-commerce and ERP business objects.
- Automated synchronization of the item information to Magento from ERP system.

The Benefits

- 7,500 active SKUs were listed in Magento.
- Fully automated sync in real-time.
- Improved efficiency in sales and inventory management between ERP and e-commerce.
- Huge saving in time and resources due to efficient Real-time data exchange.
- Improved customer service level.
- Streamlined business operations.
- Complete elimination of manual data entry and reduced data duplication.
- A perpetual rate of business growth.





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.