

CUSTOMER STORY

Blue Q



Witness How Blue Q Revolutionized its eCommerce and ERP Operations with APPSeCONNECT's Shopify and MS Dynamics NAV Integration.

About Blue Q

Blue Q, based in Pittsfield, Massachusetts, has been designing and manufacturing a wide array of quirky, fun, and high-quality products since 1988. The brand is widely recognized for its line of witty and humour-infused items, such as socks, bags, dish towels, and other unique gifts. Blue Q's distinctive style combines creative flair with a sense of humour, making Blue Q a beloved brand for those who appreciate clever and artistic products.

With a focus on sustainability, the company has also become known for its environmentally conscious practices, including the use of recycled materials in many of its products. Blue Q has grown to become a globally recognized name, selling products in multiple markets worldwide.

Continued Growth in Digital Landscape

With the growing popularity and demand for Blue Q products, the company was starting to receive more and more orders and wanted to expand their supply chain management to cater to their customers. Blue Q's application stack is built around two core systems: Shopify eCommerce that serves as their eCommerce storefront and Microsoft Dynamics NAV (OP) as their ERP solution.

While Shopify handles the online sales interface, product catalog, and customer-facing aspects of the business, MS Dynamics NAV manages backend operations, including inventory control, order processing, and financials. However, with the increasing data in the organization and the disparity between the systems, there was an imminent need for an intelligent integration platform that could seamlessly connect both the applications and automate key processes such as order management, inventory updates, and payment synchronization.

Headquarters:

Pittsfield, Massachusetts

Industry:

Manufacturing

Company Size:

51-200 employees

Website:

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



Challenges Faced: Overcoming Integration Issues with ERP Systems

Blue Q faced significant challenges with their previous integration platform, which connected their Shopify eCommerce with MS Dynamics NAV. Previously, Blue Q used an outdated connector to sync data between these two platforms, which led to unreliable performance and limited functionality. This connector caused disruptions such as site crashes, unreliable connections, and issues related to critical business functions like inventory management, order processing, and payment synchronization.

As Blue Q continued to grow, these integration limitations became more pronounced, hampering operational efficiency and coaxing them to consider an intelligent and robust integration platform. This is where APPSeCONNECT came in to help.

Streamlined Integration with APPSeCONNECT: A Strategic Partnership

After thorough research and consideration, Blue Q selected APPSeCONNECT iPaaS to integrate their Shopify and MS Dynamics NAV OP systems. APPSeCONNECT stood out for its ability to provide a comprehensive, scalable integration platform that could meet their immediate needs while laying the groundwork for future growth.

The decision to partner with APPSeCONNECT was driven by its reputation for robust integration capabilities, particularly its ability to automate and streamline core business functions, such as inventory management, order processing, payment synchronization, etc. and eliminating operational bottlenecks to ensure the long-term viability of Blue Q's eCommerce operations.

The Implementation Journey: A Smooth Transition for Optimized Operations

With careful planning and customization, the APPSeCONNECT team successfully implemented the Shopify-MS Dynamics NAV OP integration for Blue Q. The new integration not only resolved the persistent issues such as site crashes and unreliable connections caused by the previous connector but also introduced noticeable improvements in both functionality and interface. This transition marked a turning point in Blue Q's journey, optimizing their eCommerce and ERP operations and enabling them to focus on scaling their business without the burden of integration-related disruptions.

Results and Future Growth: Embracing New eCommerce Possibilities

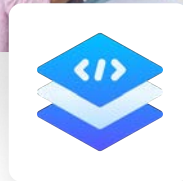
After a successful integration implementation, Blue Q experienced a significant improvement in the overall efficiency of its operations and processes. The seamless connection between Shopify and MS Dynamics NAV OP by APPSeCONNECT streamlined inventory and order management processes, reduced manual effort and intervention, and provided better control over business-critical data to the decision-makers.



With APPSeCONNECT's ability to handle API updates and offer advanced analytics tools, Blue Q is now well-positioned to explore new eCommerce opportunities and expand into additional marketplaces, confidently embracing the next phase of its growth.

APPSeCONNECT's customized integration solution for Blue Q offered the following:

- Streamlined management of inventory data (GraphQL) and Package Tracking
- Automated Variable product data sync from MS Dynamics NAV OP to Shopify.
- Business-specific custom attribute data maintained in custom Dynamics NAV table is now available in website through automating solution on complex business logic.
- Elimination of manual data exchange between applications
- 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.