



Integrating Magento eCommerce with CRM and ERP to generate accurate, real-time visibility

With customer and sales order information originating across isolated ERP, CRM and eCommerce systems, Atdec wanted to deploy a solution to ensure the latest information from each system would flow automatically into the other two. The business required immediate visibility into orders so sales and service staff could assist customers more efficiently. Furthermore, by automatically uploading customer contact details and marketing preferences into CRM, Atdec knew it could also expect to manage marketing campaigns more effectively.

Exposing Web services streamlines development and system administration

To solve the challenge, Atdec collaborated with its software solution and service provider, IQubz, which deployed the Scribe Insight integration solution. Scribe Insight exposes underlying Web services within applications to eliminate the need for custom coding when mapping data from one system to another. Developers can be more productive, and system administrators can complete maintenance tasks much faster. Scribe Insight also reduces the amount of necessary development work when Atdec needs to upgrade its CRM, ERP and eCommerce systems.

Continuous data integration among three mission-critical systems

Data from all three critical systems—Magento Enterprise (eCommerce), Microsoft Dynamics CRM and MYOB EXO (ERP)—now integrates automatically so Atdec can effortlessly share information across the application infrastructure. In addition to keeping the entire company informed on customer, quote and order activity, the connections continuously sync product, stock-level inventory, and pricing—which are maintained in MYOB EXO—with Microsoft Dynamics CRM and Magento Enterprise. This ensures all personnel can present the latest information to customers, dealers and salespeople at all times.



The integrations that Scribe enables with our back-office systems make it possible for our eCommerce system to accommodate both B2C and B2B customers, which helps us serve both target markets more effectively.



Viktoria Kulikova, Marketing Manager, Atdec



Atdec

Atdec is a market-leading designer and manufacturer of audio-visual mounting systems, bringing to market the best-of-breed laptop, display and projector mounting solutions that offer the highest levels of functionality and ease-of-use. Atdec exports to over 20 countries—with logistics, customer support and warehousing facilities based in Washington State and R&D based in Australia. Atdec products feature extended operational flexibility and durability and are ideal for a broad range of audio/visual applications in the commercial space as well as POS, home entertainment, office, education, digital signage, and healthcare.

www.atdec.com

SCRIBEX
Bringing Customer Data Anywhere



Challenge: Create enterprise-wide visibility

- Improve customer interactions by providing sales and service with real-time access to data originating in isolated eCommerce, ERP and CRM systems.
- Integrate all enterprise-wide data so all customer and order updates flow automatically among CRM, ERP and eCommerce systems.
- Upload customer, quote and sales order data automatically into CRM to help analyze marketing campaign effectiveness.
- Identify an integration tool that minimizes development and system admin resource time.

“Scribe integrates data without disrupting our business processes—website orders flow seamlessly into ERP so we can process them the same way as manual orders.”

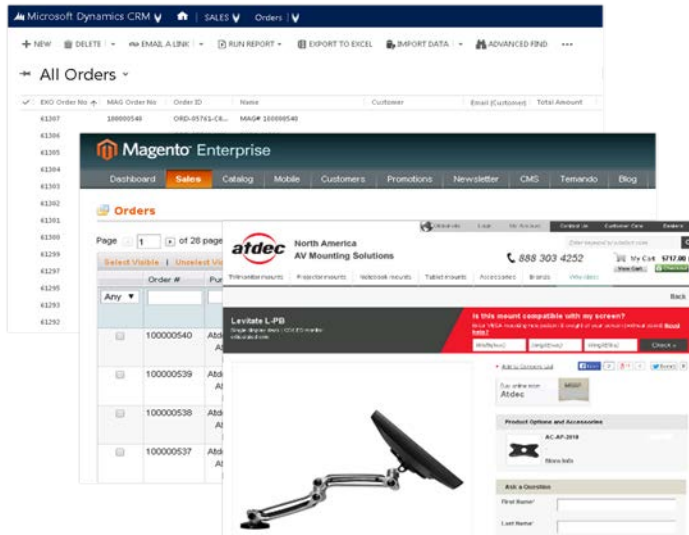
Kay Bruun,
Financial Controller, Atdec

Solution: Scribe Insight integrates multiple systems

- Exchanges Dynamics CRM, Magento Enterprise and MYOB EXO (ERP) data automatically.
- Streamlines development and data-mapping customizations.
- Provides message queuing and multi-threaded messaging.
- Enables integrations between both customer and dealer sales-order systems without significant customization to Magento.
- Facilitates master data management by consolidating account, customer, product, inventory, pricing, quantity, quote, sales order, invoice and payment information.

Results: Real-time visibility into customer activity

- Provides customers, dealers, and salespeople with accurate, up-to-the-minute product, pricing, and availability information.
- Creates consistent visibility into information from three systems in real-time to prevent duplicate, error-prone data entry.
- Facilitates unified marketing campaigns by consolidating customer contacts and marketing preferences into the CRM system.
- Enables seamless and automated order entry into the ERP system.
- Processes website orders consistently without disrupting business processes.



Scribe Insight automatically transfers data between Microsoft Dynamics CRM (top left) and the Magento Enterprise eCommerce platform (middle). The connection allows the Atdec sales team to gain access to information on customer orders in real time and pushes updates automatically to the Atdec website (bottom right).

About Scribe



Scribe is an established global provider of solutions that easily bring customer data anywhere it's needed, whether your systems are cloud-based, on-premise, or a mix of both. Scribe's products help our 12,000 customers and 1,200 partners use customer data to increase revenue, provide superior service, and create business value faster.

Our solutions include Scribe Online, a cloud-based integration platform, and Scribe Insight, which delivers enterprise-ready, software based integration for CRM systems. All our solutions are easy to use, and are backed by extensive support options and training.

Learn More

For more information, please contact us at:

Scribe Software Corporate Headquarters
1750 Elm Street STE 200
Manchester, NH 03104 USA

phone: 1.603.622.5109
fax: 1.603.622.3862
email: sales@scribesoft.com

Scribe Software EMEA Office
Scribe Software BV
President Kennedylaan 19
2517 JK Den Haag

phone: +31 0 70-8200322

Visit us at www.scribesoft.com and follow us on Twitter @scribesoft



About IQubz

IQubz LLC, based in Lake Forest, California, is a global software solutions and service provider specializing in Customer Relationship Management (CRM), Business Intelligence (BI) and Data Integration. IQubz is a Microsoft Certified Partner and Scribe Elite Partner. IQubz offers solutions and services based on Microsoft technology, Microsoft Dynamics business solutions and Scribe data integration tools. IQubz is owned and managed by professionals with solid backgrounds in a variety of industries including financial services, hospitality and travel, retail and wholesale distribution, manufacturing, field service and professional services. Additional information can be obtained at www.iqubz.com.

