

Stio Sustains Growth while Delivering Excellent Customer Experience with Celigo

Customer
Stio

Product
Magento-NetSuite SmartConnector

About Stio

Stio, founded in 2011, is primarily a direct-to-consumer outdoor mountain lifestyle brand for men, women, and children. Stio currently has 35 employees, and two brick and mortar retail stores in Jackson Hole, WY.

Background

Stio started out not knowing if there was a market for its products but in fact, has experienced extraordinary growth year-over-year. Like many successful growing companies, it sells on multiple channels, including its website, retail locations, and marketplaces. Stio leverages inventory from its brick and mortar locations to fulfill both online and offline orders.

Stio realized that it needed to automate order fulfillment and inventory management to support its growth and plans for opening more physical locations. To accomplish this, it chose NetSuite as the best platform to support its omni-channel selling strategy along with NetSuite's ease of use as a cloud application.

The Challenge

Maura Marshall, COO of Stio, knew that a seamless integration between Stio's eCommerce platform, Magento, and NetSuite was critical in gaining real-time, accurate visibility into inventory across all stores. Marshall needed a reliable platform that would allow daily operations to run smoothly. She wanted her team to focus on supporting activities that increase sales rather than on systems integrations.

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— **Maura Marshall**
COO at Stio

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stio[®]
jackson hole, wyoming

Web Site
www.stio.com

Additionally, Marshall wanted to make sure she had complete visibility into the integration between NetSuite and Magento. Without the ability to quickly monitor and troubleshoot the integration, technical problems could result in late orders, lost sales, and unhappy customers.

Stio's specific integration needs were:

- Automatic, real-time sync of orders, fulfillment, and inventory availability between NetSuite and Magento
- Real-time ability to monitor and troubleshoot the NetSuite and Magento integration
- Integration reliability and scalability to support Stio's growth
- Access to excellent implementation and support teams

Marshall and team did their homework. They vetted the candidates and asked them all for references. In addition to the reliability and functionality of the solution, Maura also wanted to choose a company that provided excellent support. Not only did Celigo fulfill all of Stio's specific integration needs, but they also received the best references in every category, including support.

The Solution

Stio chose the Celigo Magento-NetSuite SmartConnector as the best integration option to streamline daily operations by automatically synchronizing order, fulfillment, and inventory information between NetSuite and Magento. According to Marshall, this is a huge benefit to keeping the business running properly. And, checking on the performance of the integrations is no longer a chore she needs to perform regularly. Marshall stated: "With the Magento-NetSuite SmartConnector, I no longer have to think about the integrations every day. With Celigo, I can simply trust the data is flowing properly and populating the systems correctly."

Additionally, the Celigo integration allows Marshall to log in to the integrated Celigo integrator.io integration platform where she and her team can monitor the integration flows as well as updating any of the integration settings. This visibility allows her to fix any errors with the integrations immediately as they occur.

The free Celigo Data Loader for Cloud Apps tool is a real bonus for the Stio team. It saves them significant time by importing transfer orders into NetSuite. Previously, the information from these orders had to be entered manually, taking up valuable time and resources that Stio can now focus on growing the business.

Marshall is also pleased with the level of support she received from the Celigo team. She especially appreciated the scheduled weekly calls she had with the Customer Success Manager during the implementation process. And, despite being in different time zones, they were always available at her convenience, and were very responsive and knowledgeable.

The bottom line

Stio is an omni-channel seller with multiple locations, with plans to add more locations as the business grows. Because of the Celigo Magento-NetSuite SmartConnector, Stio can automatically synchronize order, fulfillment, inventory and product information between NetSuite and Magento. This has allowed Stio to streamline operations and scale to meet its growing needs while maximizing sales; thus allowing them to get cash out of their available inventory regardless of where it's located.

According to Marshall: "Being able to get cash out of inventory as quickly as possible is the ultimate goal of retailers. Thanks to Celigo and NetSuite, we are now able to accomplish this goal using our entire network of sales channels."

Marshall also stated: "Without the Celigo Magento-NetSuite SmartConnector, we would not have full visibility into our global inventory. We wouldn't be selling through key locations. And, we wouldn't be able to sustain our growth while still providing an excellent buying experience for our customers."

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About Celigo

Headquartered in San Mateo, Celigo is pioneering the future of application integration. Celigo's SmartConnectors™ are prebuilt integrations that connect independent SaaS applications together seamlessly. These connectors are backed by the integrator.io, an easy-to-use integration middleware platform for building custom integrations.

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CS-STIO-MAG-0418