celigo

Cargo Equipment's Search for E-commerce Integrations That Work

Customer
Cargo Equipment Corp.

Product
Amazon to NetSuite SmartConnector
eBay to NetSuite SmartConnector
Shopify to NetSuite SmartConnector

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> Celigo is a complete and well-thought-out product. The other vendor's product felt like it was slapped together, and I could never get it to work the way I wanted it to.
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> — **Jay Thill**
>   Director of E-commerce at Cargo Equipment Corp.
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About Cargo Equipment Corp.

Established in 1962, Cargo Equipment Corporation manufactures tie downs and various load securement products, including ratchet straps, cargo bars, bungees and wheelchair tie downs – selling about 18,000 SKUs. Many of Cargo Equipment Corp's tie-down assemblies are custom built by their on-site manufacturing staff to a customer's exact specifications.

Background

E-commerce orders account for most of Cargo Equipment Corporation's business volume. And, they recognized the need to streamline their process to cut down on the amount of time it was taking to get product out the door if they were going to continue to expand. So, they decided to replace the accounting software they had been using and upgrade to NetSuite.

Before the move to NetSuite, it was taking 4-5 days from the time they received an order to getting product out the door – that type of timeframe was not acceptable to Jay Thill, Director of e-Commerce.

In order to integrate the newly acquired NetSuite application and online marketplace channels, Amazon and eBay, Jay used another vendor's integration products. They fell far short of his expectations, and he was disappointed with how difficult they were to install and set up, and as the hands-on, do-it-yourself type, he was frustrated with the poor user interface and horrendous support.

CARGO EQUIPMENT

Web Site
www.cargoequipmentcorp.com

The Challenge

Jay required an integration solution that would allow him to quickly and easily connect NetSuite to Amazon and eBay to automate order processing. His goal was to cut the time it took between receiving the order, creating a work order, getting it out to production and out to the customer from the 4-5 days it was taking, down to 1-2 days. This was especially true for his Amazon orders because a 4-to-5-day turnaround time is not acceptable to Amazon.

Jay is very hands-on and loves to do things himself. Although he was able to set up NetSuite on his own, without any help from NetSuite's professional services team, he was never able to get the initial connectors that were selected to work to his satisfaction; and he never did figure out how to set up pricing and inventory synchronizations. He tried contacting the vendor's tech support team a few times, but it would take 2-3 days to get a response, and then the person typically could not answer his questions or solve his problem.

The Solution

When Jay first started working with NetSuite, he tried a competitor's connector. After his negative experience with the other connector, Jay decided to try Celigo.

"The other solution simply didn't work for me. It was disorganized and confusing," said Jay. "But, when I installed Celigo, the backend module did everything for me. And, there's this nice interface for data mapping and configuration. It couldn't be easier."

Jay was happy that he was able to get the Amazon integration up and running in only about 3 hours, and the eBay integration was even faster. "The Amazon and eBay integrations were a piece of cake," said Jay. "Once I had the connector talking to NetSuite, all I had to do was put in my credentials and it just worked. Then, I was able to do some custom configurations, so customers and orders come in exactly the way I want to see them."

"Celigo is a complete and well-thought-out product," said Jay "The other vendor's product felt like it was slapped together, and I could never get it to work the way I wanted it to."

The Bottom Line

By using Celigo SmartConnectors to integrate his Amazon and eBay orders to NetSuite, Jay met his goal of streamlining manufacturing operations. He was able to cut order processing time from 4-5 days per order to a single day.

Jay also spends much less time managing the integrations between his stores and NetSuite. For Amazon alone, the Celigo Amazon to NetSuite SmartConnector cut the time he spends reviewing orders and checking for errors each morning by 70 percent.

One of the great time savers for Jay is Celigo's support for alias. Previously, he spent most of his time changing and updating part numbers between NetSuite and Amazon. But, with Celigo, Jay simply creates an alias that allows him to connect the old and new part numbers, without the need to recreate it in Amazon – saving him hours of tedious data entry work.

"The Celigo Amazon integration makes things so much easier for me. It takes the headaches away."

As Jay builds out multiple brand-specific microsites with Shopify, he naturally turned to Celigo's Shopify and NetSuite SmartConnector. He is looking forward to the same ease of setup and configuration along with the complete self-service control he has with the other Celigo SmartConnectors.

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> I now spend about 30 minutes a day looking at my Amazon account. That's down from 4 hours a day. With Celigo, the Amazon integration practically runs itself.
>
> — **Jay Thill**
> Director of E-commerce
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> **"**