

Vietri optimizes  
Shopify Plus sites via  
the Saltbox integration



High-end Italian home products company streamlines  
eCommerce-to-fulfillment operations



# ABOUT

Since 1983, Vietri has been on a mission “to inspire the celebration of life with family and friends through the beauty of handcrafted Italian designs for the table, home and garden.” To that end, Vietri crafts products with luxurious glazes, textures, and hand-painted details. Consumers can curate their own Vietri collection with pieces they love most, mixing and matching their favorites to create a personal style. Visit them on the web at [www.vietri.com](http://www.vietri.com).

# VIETRI

IRRESISTIBLY ITALIAN





# Leveraging technology to enhance customer experience

VIETRI's loyal customers value the ability to customize what they buy and how they buy from Vietri, and that greatly influences the company's operational and technology decisions. To that end, Vietri has established system flexibility by running their SAP Business One – Vision33 Cloud on Amazon Web Services (AWS), backed by multiple integrations of advanced technologies, including EDI (Electronic Data Exchange), Valogix Inventory Planner, N'ware Warehouse Management (WMS), and Sales User Add-on for the Vision33 Employee Portal.

While the customer always comes first, VIETRI also recognizes the need to run their business efficiently. "We want to always be special and back that up with customizations," said Jody Davis, Vice President of Customer Service and Technology at Vietri. "But those customizations must be cost-efficient and scalable." Unfortunately, that was not the case with Vietri's eCommerce website's integration. Their use of Vision33 InterConnect as an integration platform was holding back the site. "We didn't really have the option with Vision33 InterConnect to create workflows or make changes to the mapping and gain full visibility, because it requires heavy coding and development," explained Jody.

Vietri turned to Vision33 for advice on finding a better integration solution and was told about the Saltbox integration platform as a service (iPaaS) that had been newly released by Vision33. After a brief demonstration and overview of the platform, Jody decided to adopt Saltbox as the new way to integrate the website with SAP Business One – Vision33 Cloud on AWS. The move was transformational for the business. "The eCommerce manager and I were amazed at how easily Saltbox worked. It was a total game changer." Not only could they create workflows without coding, they could also use out-of-the-box integrations for most of what they wanted to do. "It went so much faster with Saltbox as compared to when we originally did it with Vision33 InterConnect."

# Launching and boosting Shopify Plus sites via Saltbox integrations

Jody credits Saltbox for Vietri gaining the confidence to transition to Shopify Plus in 2020. Prior to 2020, Vietri's sites were run on Magento eCommerce platform. "We made the decision to move away from Magento, because it just required so much of internal people's time. It wasn't very user friendly unless you have a staff really set aside to work on it, code it and things like that," said Jody. She also noted that Magento became significantly more expensive as her team attempted to make even the simplest changes and updates or when they tried to implement new functions, such as a promotion.

In late 2019, Jody and her team performed significant research to identify the ideal eCommerce platform. It had to offer a lot of core functionality out of the box as well as simple paths to improve for the 'do-it-yourself-minded' Vietri site managers. Based on a broad set of criteria, they felt that Shopify Plus would be the optimal platform for Vietri.com, including the site's storefront and outlet site. "That has definitely been our experience, and we've been able to do a lot of the work internally," added Jody.

With the Saltbox platform integration platform already in place, Vietri was able to follow their plans for a highly customized set of Vietri.com sites based on Shopify Plus. "When you have an intuitive, simple integration solution like Saltbox, you have the knowledge and time to be able to do lots of stuff yourself." In fact, Saltbox made integration with Shopify Plus to their SAP Business One solution so simple that Jody leveraged just a single system administrator to manage the entire integration.

"He was new to our team and new to learning Saltbox. Yet, in just a matter of hours, he was making workflow changes and additions that automatically reflected Shopify Plus events and data in SAP Business One," Jody noted.

In just two weeks, Vietri moved Vietri.com and the new outlet storefront onto Saltbox and seamlessly into SAP Business One. Already, they are building on that success with two additional integrations. The first is meant to streamline fulfillment of eCommerce orders. The integration is for Logistiview, Vietri's solution choice for smart picking, packing and shipping. Jody says that Saltbox made the smart fulfillment possible, as Logistiview has a large number of workflows. They will enable Vietri's Shopify Plus sites to send orders to Logistiview through SAP Business One for sorting and determination of which items will be picked to cart, picked to box or fulfilled in other ways. With shipping labels printed on the spot, many orders will bypass the slower, traditional fulfillment steps. "It's really going to create some major efficiencies in our operation flow," said Jody. "We'll also add another Saltbox connection for transmitting the data back and forth between SAP Business One and Logistiview."

Since Jody's team finds Saltbox so easy to use, they will simultaneously integrate an entirely new warehouse management system while integrating Logistiview. "We're going to change from N'ware to ProDumex WMS for a warehouse management system (WMS). So, we're relying on Saltbox to do two huge integration projects side by side," added Jody.

# The future with more Shopify Plus and Saltbox

With both of Vietri's Shopify Plus sites performing extremely well, the Sales and Marketing teams have presented to Jody the desire to add a third Shopify Plus storefront, switching it from Square. They have also requested an evaluation of Shopify Plus for their B2B business. Jody recognizes the management and efficiency benefits those would provide by easily managing all Vietri's products within Shopify Plus. If they decide to make the switch, Jody will use Saltbox to ensure they happen smoothly.



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Vision33 ([www.vision33.com](http://www.vision33.com)) helps growing companies deliver on the promise of technology through enterprise resource planning (ERP) solutions, including SAP Business One and Sage Intacct, automation, and integration solutions. Vision33 has the people, processes, and technology to help businesses solve everyday challenges and seize new opportunities for growth and transformation. With proprietary solutions such as iDocuments and Saltbox, Vision33 helps businesses leverage the right transformative technology for their digital transformation journeys.

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