

Green Sprouts Switches to Saltbox to Control eCommerce-ERP Integration



Specialty retailer uses Saltbox to optimize Shopify-to-SAP workflows and data sharing



ABOUT

Founded in 1982, Green Sprouts has been in operation for over 35 years. The Green Sprouts mission is to provide healthy and practical products for the well-being and whole development of babies and children, along with resources for parenting naturally. Some of the company's most popular products in 2021 include organic baby products and innovative swimwear, such as long-sleeve rash guards. Visit them on the web at www.greensproutsbaby.com.



The need to control critical systems integrations

Scott Pierce has been the Director of IT at Green Sprouts since 2009, when it was known as i play., Inc., and where he has continually leveraged leading eCommerce and ERP technologies to run the business. Traditionally, the company ran a WooCommerce website to market and sell their products, leveraging a straightforward integration to SAP Business One ERP to fold eCommerce data into business operations.

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All that changed recently when Green Sprouts developed a new B2C and a new B2B website. Both websites are Shopify sites that require integration with SAP Business One. At the time, the only integration between the two technologies which Scott knew of was AppseConnect™. So, his team worked fast with an SAP partner to make the integration work. “Unfortunately, the integration wasn’t as automated as we had thought, and we never really could seize control over our system and workflows,” Scott explained. In attempts to overcome integration issues, Scott cited the time difference between the United States and AppseConnect’s India-based headquarters as a stumbling block to fast issue resolution.

With eCommerce essentially defining success or failure for Green Sprouts in 2020, Scott felt compelled to find a better integration option to connect Shopify into SAP Business One.



Saltbox integration to the rescue

Following a search of newly available Shopify-SAP B1 integrations in 2020, Scott discovered the Saltbox integration platform developed by Vision33. To him, the solution appeared robust, with many proven secure and flexible connections between SAP Business One and business applications (including Shopify). He decided to switch to Saltbox, not only for the intuitive integration technologies but also for its ownership and support from Vision33. "Vision33's Saltbox is great. They have offices across North America so that I can get on the line with anyone at any time during my business day," said Scott.

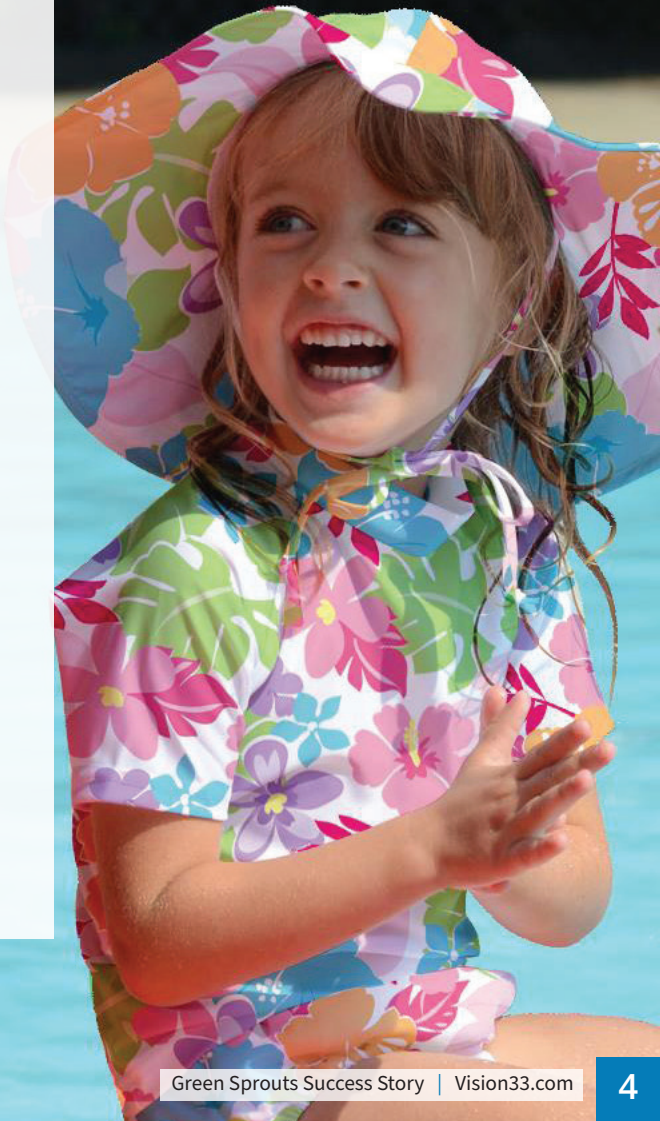


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Enabling rapid pivots in times of turmoil

In just two weeks, Scott had completely integrated both the B2B and B2C sites of Green Sprouts with SAP Business via the Saltbox platform. "It was pretty straightforward and went well. Using Saltbox's slick interface, we have total control, moving things around, re-mapping, whatever we want," Said Scott.

Soon after the pandemic hit, Scott took advantage of the control afforded him by the Saltbox integration. His team pivoted fast into producing specialized COVID masks by making just a few changes in both Shopify and SAP Business One, then letting Saltbox's automated workflows do the rest. "Yeah, we flipped the switch and did very well with the masks. Then, as you can imagine, the market soon got saturated, and we made another quick switch based on new market research. That's modern retail," he laughed."





Future of Saltbox at Green Sprouts

Scott voiced his surprise at the number of connectors to SAP Business One that he can find on the Saltbox integration platform in early 2021. He says that Green Sprouts continuously identifies places where they can add value to the business via integrations. "It's pretty impressive. Because we can maintain it ourselves and create our projects without developer help, we plan to get pretty creative with using Saltbox's cloud-based integrations to use some new, cutting-edge site functions, he explained."



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Vision33 (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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