

La Marzocco USA Transforms eCommerce with Saltbox Integration Platform



High-end espresso machine maker boosts customer experience using Saltbox



ABOUT

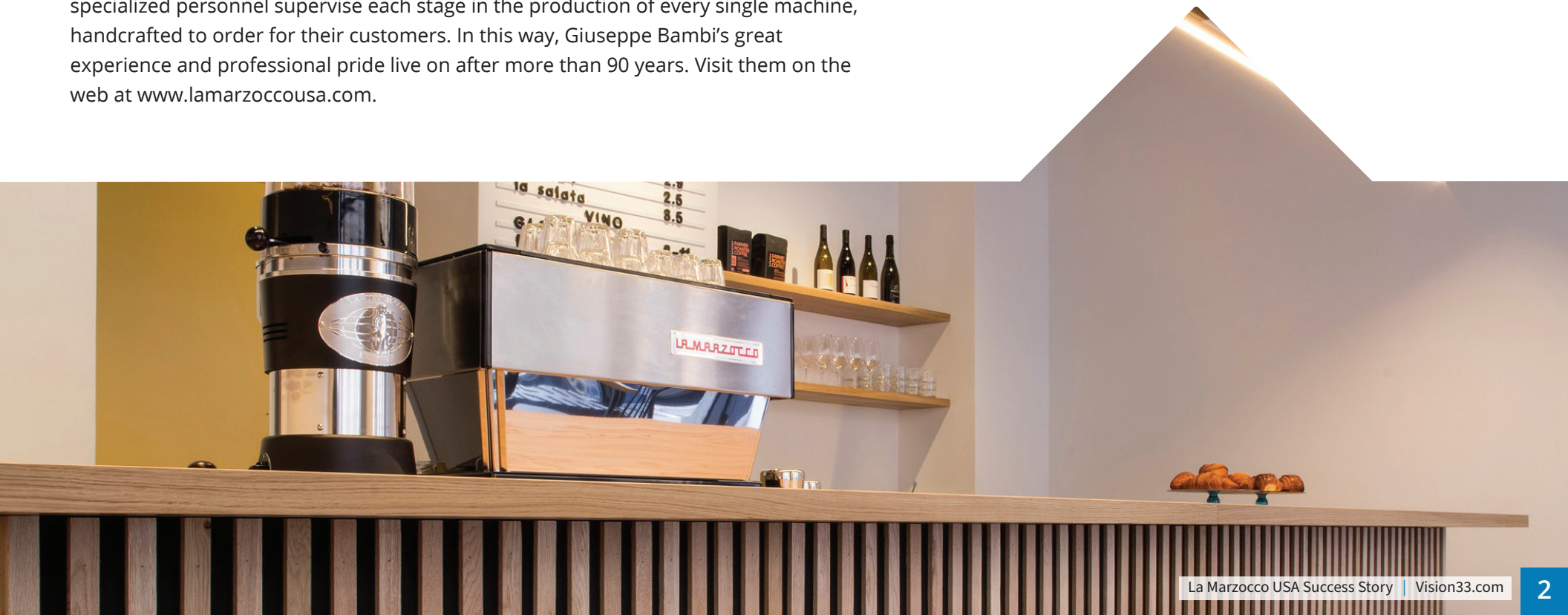
Founded in 1927 by Giuseppe and Bruno Bambi, La Marzocco had its beginnings in Florence, Italy. The company has a well-earned reputation for making beautiful and superbly crafted espresso machines with exquisite attention to detail. In 1939, La Marzocco developed and patented the first coffee machine with a horizontal boiler, now an industry standard. This was the first of a series of innovations, later to include the dual-boiler system with saturated brewing groups.

In 1979, subsidiary, La Marzocco USA, began distributing the company's espresso machines throughout the United States from its headquarters in Seattle, WA. Today, specialized personnel supervise each stage in the production of every single machine, handcrafted to order for their customers. In this way, Giuseppe Bambi's great experience and professional pride live on after more than 90 years. Visit them on the web at www.lamarzoccousa.com.



la marzocco

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The need to quickly integrate eCommerce with ERP



La Marzocco USA sells a lot of commercial espresso machines as well as a line of machines for the home. They do all of the testing, fulfillment and packaging through their Seattle facility. The company launched La Marzocco Home to satisfy the demand for high-end espresso machines for individual consumers who wanted home machines that operate like commercial machines. To that end, a company website is dedicated to the home market and offers 110 volt machines that operate just like the 220 volt machines that cafes use to meet their daily needs.

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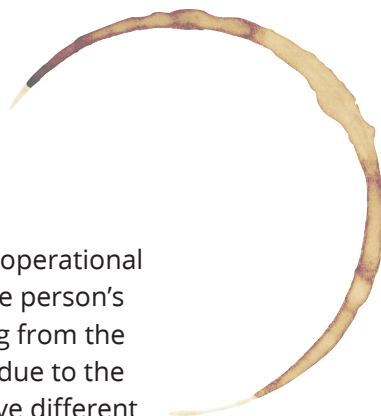


The company has run their business on SAP Business One since 2011. Soon after seeing success with the La Marzocco Home website, management recognized the need to integrate the WooCommerce-based site with SAP Business One. Two factors drove their integration need. Order volumes were steadily growing, and the pandemic of 2020 had just hit, leading people to order machines online for use in the home. “People were, and still are, wanting to enjoy espresso at home,” said Jon Doerr, Technical and Automation Projects Manager at La Marzocco USA. “So, it was the right time for us to get WooCommerce and SAP integrated.”

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Without an integration to ERP, online sales success was bringing operational pain to La Marzocco USA. They were forced to dedicate a full-time person's time to manually enter the fast-growing volume of orders coming from the web site. In addition, data flows and complexity were increasing due to the company's large subscription service whereby customers can have different varieties of coffee sent to their homes from La Marzocco USA partners. This was forcing Jon to spend a lot of time ensuring that all the orders were flowing through correctly and that all order-related data was captured in the proper places and formats.

To ensure proper and automated data flows that would eliminate the new excess of manual labor, Jon sought a way to gain a fast and robust integration between WooCommerce and SAP Business One.



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Saltbox integration automates eCommerce-to-ERP data flows and workflows

In a project that lasted just over two months of implementation time, La Marzocco USA successfully integrated their WooCommerce site with SAP Business One. “It’s working great. Everything is set up, organized and all the services provisioned,” said Jon Doerr.

Jon particularly likes that he can continuously leverage Saltbox to make fast changes to meet unexpected needs. In fact, he has already started to use Saltbox to integrate SAP Business One with ShipStation for fulfillment of orders for parts and accessories for the home market. “SAP is really great for financial stuff, not necessarily for producing shipping labels,” he explained. “Being able to tap into Saltbox to create an integrated solution for fulfillment is really beneficial.” He noted that having Saltbox templates on both the eCommerce and fulfillment sides of ERP is going to streamline the entire eCommerce business.

Multiple benefits of having the Saltbox integration platform

Without a doubt, La Marzocco USA's eCommerce business performs really well, thanks to Saltbox integrations. Not only is everything automated, more employees are now free to spend more time with customers to improve the customer experience. Additionally, employees once strapped with manual labor, such as product order entry, are feeling more motivated today, as they spend their time on higher-value work. They have also been able to catch exceptions more frequently and address them in real time. "How can we better serve our customers? How can we be more engaged with them to have a better experience? The more integrations we do, the more we can focus on customers and automate the things that are processed," said Jon.

To better anticipate customer needs, Jon is already targeting a Saltbox integration between Salesforce CRM and SAP Business One. Once the integration is complete, Jon says that La Marzocco USA's Sales Managers will gain real-time insights into what their commercial customers are working on, what they're buying, and what trends are shaping the commercial market. "It will help sales leaders pinpoint growing markets and dictate where we should invest more time," adds Jon.

There is also a supply chain management benefit which the Saltbox integration provides to La Marzocco USA. Today, orders come into the ERP system faster. As a result, the company understands their inventory requirements sooner, enabling them to better manage the whole supply chain. This is especially important to La Marzocco USA in 2021, as they are anticipating continued pandemic-related impacts to



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supply chains throughout the rest of the year, possibly into 2022. "Getting those numbers fast and keeping a pulse on things will be instrumental to helping customers and setting expectations," Jon explained.

The future with SAP Business One and Saltbox at La Marzocco USA

Jon's team at La Marzocco USA views Saltbox as a way to continually improve the business through operational flexibility. "Obviously, we know we're going to be running SAP Business One for years to come," said Jon. "It's working well for us. We're established with it, but then having Saltbox gives us that connector to do whatever we need it to do."



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