



Snapper Rock builds bridge between NZ and USA

Having successfully tackled the US market, Snapper Rock are now taking on the world with a new, fully integrated website and ERP.

Snapper Rock was started by Liz Eglinton in 2003 after she noticed a gap in the market for cool, fresh and fun sun protection swimwear for children.

While living in the US, Liz launched her new business and soon saw substantial orders placed at tradeshows and other events.

With growing volumes manufacturing was outsourced to China, while all designs were created and approved locally by Liz and her team.

Storage and distribution was arranged via a 3PL [Third Party Logistics] provider based in Yardville, New Jersey, USA.

It soon became obvious that the way to take the business to its full potential was online.

Having returned to live in New Zealand, Liz decided to replace the company's website with a new, improved eCommerce website through Zeald.com.

The new site was to put the entire Snapper Rock range of UV50+ children's swimwear on display in a way that makes it easy for both retailers / resellers [i.e. B2B] and end-customers [i.e. B2C] to purchase product for direct delivery via the 3PL partner facilities in New Jersey.

The next obvious step was to close the gap between the new Snapper Rock website and the 3PL provider's Sage ERP software.

Enter: Convergence.

“Convergence just made it so easy. We spoke via Skype to confirm all of our requirements and then they just made it happen on time and on budget. It couldn't have been more convenient.”

Liz Eglinton, Founder and CEO
Snapper Rock International Ltd.

The Zeald E-Business Consultant made the introduction and from there Convergence engaged directly with Snapper Rock.

Using Skype and Conference Call facilities the requirements of the business and the desired integration were discussed in detail involving a representative of the 3PL provider in the US.

Essentially, Snapper Rock wanted a fully integrated solution that would automatically detect new orders on their Zeald website and transfer these directly to Sage 100 ERP, which runs on a server at the 3PL provider's premises in New Jersey.

They also wanted order status, stock levels and customer discount information to be synchronized from Sage back to the website on a regular basis.

Upon confirmation of the detailed requirements the Specifications along with an agreed set of acceptance criteria were signed-off giving Liz the peace of mind that the solution would deliver exactly what she wanted.

Says Liz "Talking with the guys from Convergence, we were 100% confident that they understood our requirements and what we wanted to achieve. They even managed to "translate" rather complex technical scenarios into plain English, which helped."

During the Implementation stage, the Convergence engineer worked closely with the representative of the 3PL provider in the US to establish connectivity and access and ultimately testing of bi-directional data transfers.

Testing also covered exception and error handling to ensure that in the event of any faulty transactions, relevant notifications would be sent out by email immediately.

All the while, the new Zeald website was being prepared and upon completion, the new interface was switched across from a development/test site to the new Snapper Rock eCommerce+ website.

Just prior to "Go-Live", the integration was confirmed to meet all acceptance criteria, including the handling of order-wide and item-specific coupons.

Liz signed-off and the integration was put into production use.

"It was a very smooth project", says Mark Presnell, Managing Director of Convergence. "It was great to be dealing with a client, who was very clear about their requirements and had the forward-thinking vision to see that closing the gap between the company's new website and their 3PL provider would provide significant efficiency gains."

The project was completed on schedule and on budget and the interface has been operating without a hiccup since going live.

"Convergence just made it so easy. We spoke via Skype to confirm all of our requirements and then they just made it happen on time and on budget. It couldn't have been more convenient", says Liz Eglinton, Founder and CEO of Snapper Rock.

She goes on to say, "With the number of orders we are receiving now, we could not operate efficiently if we needed to manually handle each order. We are just so happy that it all works and having the integration in place really makes our new website a complete eCommerce solution"

Convergence works closely with providers of "end-points", i.e. eCommerce websites, accounting software, inventory management systems, CRM applications etc. to provide custom integration interfaces to suit a client's specific and unique requirements.

"We don't believe in a 'one-size-fits-all' approach" says Presnell. Each company's way of doing business online will be different and as such, the required integration should be tailored to their specific requirements."

"Our engineers are very experienced and know which questions to ask to fully clarify requirements and define a solution. More often than not, this process highlights items of discussion the client may otherwise not have considered themselves. This is where we add considerable value to the project."

"We pride ourselves on excellent customer service, regular updates and we do whatever it takes to ensure our client gets what they wanted." says Presnell.

At a Glance

Business Objectives

Snapper Rock wanted to integrate its new eCommerce website with its US-based Third Party Logistics partner's Sage ERP system to facilitate fully automatic order fulfillment.

What was needed was a custom bi-directional interface to upload product information, including stock levels and order status and download online sales transactions.

Solution

A fully automated integration between Snapper Rock's Zeald eCommerce+ website and Sage ERP developed and implemented by Convergence.

Business Benefits

Orders received via the new website are immediately submitted to Snapper Rock's US-based 3PL provider for fulfillment ensuring customer orders are processed promptly and reliably and without manual intervention.

Order status, stock levels and customer discount information is uploaded from Sage ERP to the Snapper Rock website on a regular schedule providing customers with convenient access to valuable information and good customer service.

For More Information

Convergence Limited
www.convergence.co.nz

Mark Presnell
mark@convergence.co.nz
Auckland: +64 9 525 2611
Wellington: +64 4 974 8658