MindCloud™

BIGCOMMERCE



DONNA SALYERS

FABULOUS | FURS

THE FINEST LUXURY FAUX FURS

Integrate Your Business. Simplify Your Life.

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The Challenge

Fabulous Furs, renowned for their luxurious faux fur products, faced a significant challenge in integrating their eCommerce operations across multiple platforms.

Previously, they used Celigo, a robust platform but one that came with high costs and the constant need for third-party assistance to set up new marketplaces and maintain connectors.

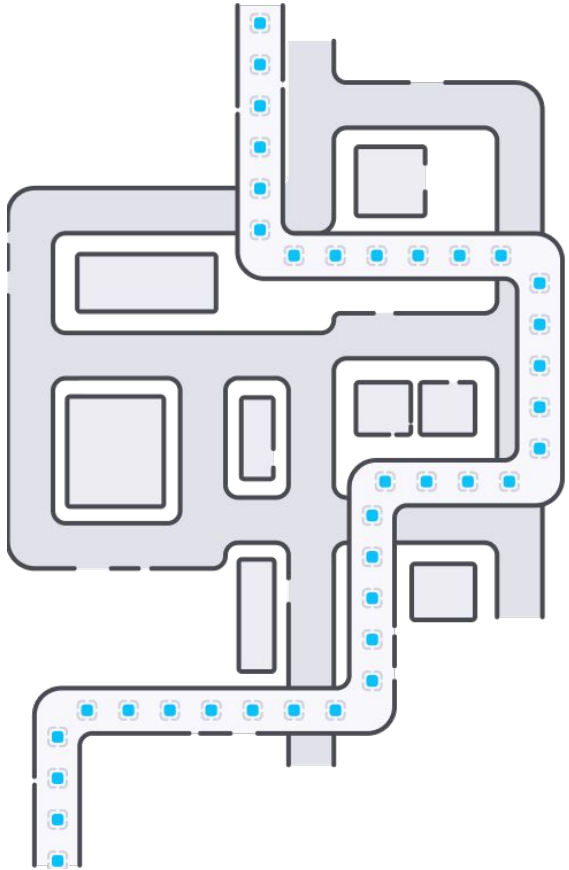
With a critical sales period looming, they needed a more streamlined, cost-effective solution to manage their retail and wholesale sites on BigCommerce, along with integrations to Amazon, Amazon FBA, Nordstrom, Nordstrom Rack, and Neiman Marcus. Synchronizing orders, inventory, fulfillment, and product information was essential to ensure smooth operations and high customer satisfaction.

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The Objective

Fabulous Furs aimed to revolutionize their eCommerce system by finding an integration solution that could:

- Seamlessly connect BigCommerce with NetSuite.
- Automate key processes, including order management, inventory updates, fulfillment coordination, and product information synchronization.
- Integrate additional marketplaces with NetSuite
- Provide real-time visibility and control over their stock and orders.
- Be fully operational before the Black Friday rush to maximize sales.



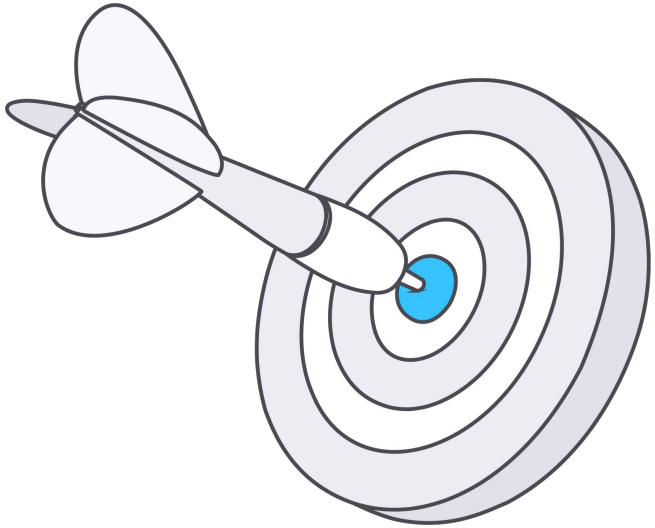
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Why MindCloud?

MindCloud stood out as the ideal partner for Fabulous Furs due to our people + platform model.

Unlike Celigo, our approach offers a tailored, cost-effective solution without the need for constant third-party intervention.

Our expertise in integration and customization, combined with our collaborative efforts with Paul Seibert from the Seibert Consulting Group, ensured a smooth transition and rapid deployment. By leveraging the robust BigCommerce API, we made integrations straightforward and opened up endless possibilities for future growth.



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BigCommerce API – The Key to Seamless Integration

BigCommerce's robust API is a game-changer for businesses integrating with NetSuite, and MindCloud leverages this powerful tool to deliver seamless, efficient integration solutions.

Whether for small enterprises or large corporations, BigCommerce scales with your business, offering flexible custom integrations that adapt to unique processes. The API ensures real-time updates for inventory, orders, and product information across all systems, reducing manual errors and enhancing operational efficiency.

With comprehensive and easy-to-understand documentation, MindCloud can deploy solutions swiftly and effectively. Additionally, BigCommerce's strong security measures ensure data integrity and reliable performance, handling high traffic and complex integrations securely.

By leveraging iPaaS integrating seamlessly with CRM systems, ERP solutions like NetSuite, and other sales channels, MindCloud + BigCommerce creates a unified and efficient eCommerce operation, optimizing your business for success.

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Data Flows

Sync Orders:

Integrating BigCommerce with NetSuite allows for seamless synchronization of orders between the two platforms. When a customer places an order on BigCommerce, an order is automatically created in NetSuite, including payment method and status details. This ensures real-time tracking and accurate financial reporting.

Sync Inventory:

Real-time inventory updates between BigCommerce and NetSuite ensure consistent stock levels across all platforms. When an item is sold on BigCommerce, NetSuite updates the inventory levels automatically, preventing overselling and optimizing stock management.

Sync Fulfillment:

Efficiently manage order fulfillment by synchronizing BigCommerce order statuses with NetSuite. When an order is marked as shipped in BigCommerce, the fulfillment status is updated in NetSuite, ensuring accurate tracking and timely delivery.

Sync Product Information:

Keep product information consistent and up-to-date across BigCommerce and NetSuite. When product details are updated in NetSuite, the changes are automatically reflected in BigCommerce, ensuring customers always see accurate product information.

Sync B2B Orders:

Extend NetSuite's capabilities to manage wholesale orders placed on BigCommerce efficiently. Wholesale orders made on BigCommerce trigger the creation of invoices in NetSuite, allowing for seamless tracking of offline payments and synchronized payment status updates.

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Solution

Our team at MindCloud, in collaboration with the Seibert Consulting Group, provided Fabulous Furs with a comprehensive integration solution.

We focused on automating their order management, inventory synchronization, fulfillment processes, and product information updates between NetSuite and BigCommerce.

Additionally, we integrated their sales channels, including Amazon, Amazon FBA, Nordstrom, Nordstrom Rack, and Neiman Marcus, ensuring seamless operations across all platforms.

This tailored approach allowed us to complete the project in a month, just in time for Black Friday.

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Outcome

The results were remarkable. Fabulous Furs experienced significant efficiency gains with reduced manual data entry and minimal errors.

Real-time updates provided enhanced visibility and control over their inventory and orders, leading to improved customer satisfaction. The timely implementation before Black Friday enabled them to capitalize on the peak sales period, resulting in a notable sales boost.

Our use of the BigCommerce API not only simplified the integration process but also provided a scalable solution with endless possibilities for future enhancements.

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Testimonials

“Programming the flow of data between any two systems is time-consuming. It is essential to understand your data and have a vendor that also understands. the MindCloud team is great at listening and understanding what is needed between many different systems.”

“Our experience has with the program and with the team has been great. We would make the same decision again and would encourage others to talk with MindCloud about their process.”

Dianne C. - Director of Technical Operations
Fabulous Furs

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