



CASE STUDY

ALL FOR COLOR

NETSUITE - 3PL INTEGRATION

OVERVIEW

Automated Shipping with Integrated 3PL

All for Color was chosen for a case study because it represents a common need for modern businesses. Third-party-logistics is a great way for businesses to streamline their back-end and focus more on the product. Integration can add even more value to this relationship by automating the communication between warehouse and merchant; boosting efficiency overall.

All for Color is a prominent retail and wholesale outlet. They specialize in bright and colorful accessories for women of all ages. For more information on All for Color, check out their website at AllForColor.com.



CHALLENGE

All for Color and their current 3PL could not get on the same page when it came to sharing information. Netsuite uses SOAP API to send information but the 3PL could only handle CSV files.

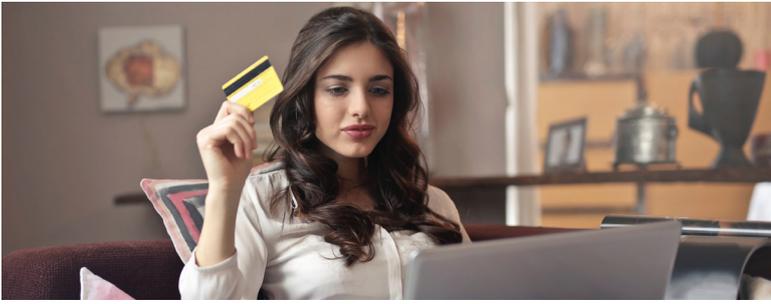
AUTOMATE SOAP TO CSV



Forcing NetSuite users to manually convert sales order information into CSV files and then sending the orders to the 3PL is not ideal for a number of reasons.

1. Risk of error increases as scale rises
2. Drains All for Color of valuable employee resources
3. Adds another layer of friction to their sales process

Overall, automating this process makes All for Color a more efficient and competitive brand and is a slam dunk from an ROI standpoint.



SOLUTION

It was decided that the most efficient way to integrate All for Color and their 3PL was a from scratch custom application. Often, a iPaaS or connector application is the most efficeint method of creating an integration. However, for this project, the combination of small scale and complexity of the 3PL system, made custom code the best value for All for Color.

The custom integration application works as follows...

1 COLLECT ORDERS

A custom saved search is run daily and collects sales orders that need to be shipped.

2 CONVERT TO CSV

The data is then temporarily sent via SOAP to a data-base where it is can be converted into the appropriate file format.

3 SEND VIA FTP

The CSV file is then automatically sent via FTP to the 3PL, and alerts the wareouse there is a new order to ship.

RESULTS

Of course, it was a huge success. Why else would you be reading about it in a case study? Every day, orders from All for Color are sent to their warehouse and fulfilled without an employee lifting a finger. Automating this process has become critical for All for Color; saving them \$25,000 annually in wasted labor and eliminating the chance for human error in a critical process. Due to the new integration, All for Color is now more efficient and capable to scale with less growing pains in the future!



\$25,000 ANNUAL SAVINGS

The integration application saves All for Color over \$25,000 per year in employee resources.



100% RELIEVED

This process was a big concern for All for Color. Always on their minds; making sure someone was there to send orders. No more!

FUTURE PLAN

All for Color continues to look for business processes that can be automated and even further improve their efficiency and bottom line.

eMerge Technologies has been proud to help them on their cloud journey thus far!



Working with eMerge Technologies to automate this business process has allowed us to worry less and save up to \$25,000 a year! - Jamie Chauss, Management -All for Color

