



CASE STUDY

ALL FOR COLOR

NETSUITE CUSTOMIZATION - RETAIL

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 an excellent way for businesses to streamline their backend and focus more on the product. Integration can add even more value to this relationship by automating merchant and warehouse communication, 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 sharing information. Netsuite uses SOAP API to send information, but the 3PL could only handle CSV files.

WHAT'S AT STAKE



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

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

Relying on years of development experience, eMerge built a custom application that connects All for Color with their 3PL and automatically sends the order information in a way the 3PL can process without the need for human intervention or oversight.

HOW IT WORKS

COLLECT ORDERS

1

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

CONVERT TO CSV

2

The data is then automatically sent via SOAP to a database where custom logic converts it into the CSV format

SEND VIA FTP

3

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

RESULTS

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 of scaling 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. Thanks to eMerge Technologies, this is no longer a concern.

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!

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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

