

# Briteskies Commerce Integration Portfolio

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# Briteskies

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As a longtime Magento partner with over 20 years of ERP and commerce experience, the Briteskies team is uniquely positioned to help our clients integrate Magento Commerce with business processes for their B2B or B2C solution. Whether it's a custom coded backend system or a brand new ERP implementation, our team has seen and integrated it all. And beyond streamlining and automating business processes, we're equipped to improve customer experience and increase system dependability.

Our team is especially skilled at Magento and IBM i integrations. While many IBM i users feel that their system is not prepared to integrate with the modern and adaptable Magento platform, our decades of IBM i experience has allowed our team to successfully leverage IBM i data to power Magento Commerce.

Here are just a few examples of the success of our integration clients.



VIKING

WATSON'S



ZOLL

# Outdoor Retailer

## **Adobe Commerce and IBM i Integration**

This client is a retailer of items and tools for the outdoorsman. Their retail store serves 1.2 million customer per year and is a destination for hunters, collectors, and knife enthusiasts. We worked with this client to update and modernize their existing eCommerce site, which was running natively on Adobe Commerce, so that they could increase internal control of their site, improve the shopping experience, and advance marketing efforts.

## 75% increase in transactions

### **The Details:**

- Leveraging Magento Commerce for ease of use, advanced shopping features and user experience, and powerful marketing tools.
- Integrated with existing IBM i using WebSphere MQ and our tried and true RPG/XML processes to allow online orders to be processed by IBM i.

### **This Adobe Commerce and IBM i integration led to:**

- Improved SEO and interactive marketing, advanced shopping features, and increased up-sell and cross-sell capabilities
- Increased internal control and ability to manage the website without relying on development
- 75% increase in transactions
- 70% increase in revenue
- 65% increase in unique purchasers

***"We now have more control over the website and its content, specifically promotions, than we have ever had before. For our customers there are big improvements, and it's easier for them to find products on our website."***

*-Web Master,  
Outdoor Recreation Retailer*



# United Wheels

## Adobe Commerce and IBM i Integration

United Wheels is the parent company of Huffy Bicycle, the largest volume bicycle supplier in the world. They have multiple brands beyond Huffy, including Batch Bicycles and Vaast, with each brand offering a unique line of bikes to different segments of the market.

Each of those brands needed its own individual eCommerce site to target their niche of the bike market. To make that happen, United Wheels partnered with our team to deploy Magento 2 and integrate with their existing IBM i-based JD Edwards ERP.



## Huffy

Huffy's previous site was not performing up to their standards. Long load times were causing problems for both the company and their customers.

They are now operating both B2B and B2C eCommerce functions on Magento 2 integrated with their ERP and warehouse management system.



## Batch Bicycles

Batch was one of the new brands that United Wheels launched on their Magento platform. Batch has a unique distribution model, where customers select and purchase their bike from the eCommerce site, then pick up their assembled bike from their neighborhood independent bike shop.

By integrating the Batch Magento site with the existing Adobe Commerce-based ERP, Batch now has:

- Clean integration with the ERP & third-party modules necessary for distribution
- Improved data communication between systems
- Enhanced customer experience



## Vaast

Vaast wanted to be sure that they could reach their niche audience in the broader bicycling community. Magento's content management tools were the perfect way to bring product information to their clients. Their site also had the added challenge of a similar distribution model to Batch.

Vaast is leveraging Magento Commerce 2.2's easy-to-use content management to bring product information to their clients, while still letting them support local business. The Magento platform gives Vaast room to grow as they add new lines of bikes in the future.



# Viking SupplyNet

## *Adobe Commerce and IBMi Integration*

Viking leads the fire protection industry in quality and innovation. They provide independent fire sprinkler contractors with integrated solutions for any fire protection challenge.

Their existing site was essentially just a file viewer, and they needed a dynamic eCommerce system with advanced marketing features to further serve their customers.

Briteskies helped the Viking team integrate Magento 2.3 with their IBM i-based JD Edwards ERP using Mule middleware.

## **16,000 Products**

Viking has about 16,000 products and thousands of customers, and each of those customers has their own catalog file with their own pricing.

## **Automated Catalog Integration**

Mule receives the catalog file from the ERP and notes any catalog data that is different than what is currently stored on Mule. Any catalog updates are made nightly.

## **Real-Time Pricing**

Mule updates the price of the specific SKU in real time for that specific customer, giving the customer a seamless, personalized experience.

**This integration turned out fantastic results for the Viking team:**

## **Improved User Experience**

Improved customer experience on the front end, and easy site management on the back-end using PageBuilder.

## **Managable Systems**

The sophisticated I Adobe Commerce based JDE, Magento, and Mule integration allowed for the improved eCommerce site while letting Viking maintain their existing back office system. We put in the hard work so they

could easily manage their eCommerce shop.

## **Easy To Use Marketing Tools**

Magento's marketing tools make promotions and customer communication easy and effective.





## Watson's

### **Adobe Commerce and IBM i Integration**

Watson's is a B2C recreation and outdoor furnishings retailer with multiple showroom locations around the country. Our team was brought on to help integrate their IBM i-based, custom RPG ERP with Magento Commerce using a 3rd party middleware.

Watson's clients are now able to not only order online but view a full omnichannel order history. The streamlined order integration process now allows for an order to be picked, packed, and shipped from the warehouse on the same day that the order is placed online.

Additional benefits include:

- Business logic remains in IBM i
- Data flows to Magento, streamlining business processes
- Magento's advanced shopping features improve customer experience
- Automated business processes reduce human error and transaction costs
- Increased internal control and ability to manage the website

## W.S. Darley Co.

### **Adobe Commerce and JDE EnterpriseOne Integration**

Darley is a designer, manufacturer, and distributor of firefighting, defense, and emergency services equipment, with the vast majority of its customers in the B2B space.

Darley wanted to reduce human intervention in the ordering process by trading catalog and phone orders for an eCommerce site. They were already operating Magento 1 for their B2C clients, but wanted to take advantage of their existing JD Edwards EnterpriseOne implementation by upgrading to Magento 2 and integrating with JDE for B2B ordering.

Our team helped Darley migrate their existing Magento 1.14 site to Magento 2 and then integrate Magento with JDE via nine specific integration points.

With this successful integration, Darley can now:

- Easily manage their catalog, inventory, and pricing data in one place
- Receive B2B orders via their eCommerce site, eliminating the need for human intervention in the order process
- Handle larger volumes of sales and grow their business





# 28.3%

Overall Sales Increase

# 14%

Average Monthly Sales Increase

# UX

Improved Functionality and User Experience

*"Our customers just like this site so much better, due to improved functionality and user experience. We are able to move our customers to the website to place orders, which frees up our inside sales department to work on other important sales functions and leave the order taking and order entry to the website functionality."*

*- Juli Farresta, eCommerce Project Coordinator, CVI Laser Optics*



An IDEX Optical Technologies Solution

## CVI Laser Optics

*Adobe Commerce and Other ERP Integrations*

### About CVI

CVI Laser Optics specializes in the design and manufacture of high-performance optical components for use in lasers, laser beam conditioning, and laser beam delivery from the UV to the near-IR.

### The Problem

CVI's existing eCommerce site was not primed for integration to their existing ERP, it was not dependable, and they could not quickly and easily make changes to website content or products without developer involvement. One specific problem was that volume discounts were displaying incorrectly, both in terms of the discount being displayed and the currency it was displayed in. To alleviate these problems, CVI decided to move to a Magento environment with the help of the Briteskies team.

### The Platform

CVI is using a standard implementation of Magento Commerce 2.3 integrated with their ERP (Fujitsu Glovia) and customized to be tailored to their customers' needs.

### Integrations and Customizations

The Magento ERP integration allows for an automated ordering process. Customizations offer a more accurate way to calculate and display product lead times and provide custom product and pricing features for select customers.

### The Outcome

Overall sales increase of 28.3%, average monthly sales increase of 14%, improved functionality and user experience.



# Lapp Group USA

## Magento and SAP ERP Integration

Lapp Group USA is the North American branch of a German wire and cable production and distribution company, selling cables and connectors to original equipment manufacturers and distributors.

Lapp USA was falling behind their competition because they didn't have an eCommerce site. They specifically wanted to migrate all of the orders they received via phone, fax, and email to an online platform.

Using Magento integrated with their existing SAP ERP system, Lapp USA now has:

- **An easy-to-manage catalog and website**
- **Improved B2B ordering capabilities**
- **A multi-channel order history module that lets customers easily reorder and gives a customer's entire organization access to order data**
- **Sophisticated pricing capabilities that can calculate price per thousand feet and per foot, evaluate quantity breaks, and apply group pricing**

# ZOLL Medical Corporation

## Magento and Oracle ERP Integration

ZOLL Medical Corporation develops and markets medical devices and software solutions for emergency care, such as defibrillators. What makes them unique, however, is that they do not sell those products via eCommerce. Instead, their eCommerce site is used to sell accessories for those machines, such as pads, cables, and batteries.

ZOLL had been operating an Oracle E-Business Suite extension called iStore for their eCommerce site, but it was outdated and was not user friendly. Further, confusion between products because of lack of product data led to many customer purchasing the wrong item and then returning their order.

Our team implemented Magento 2 and integrated with ZOLL's existing Oracle EBS ERP using Mule as a middleware to pass order creation, order update, customer, and pricing data between the systems.

ZOLL's new Magento ecommerce site and integration has led to some great results:

### **114% increase**

in monthly revenue post launch

### **25% increase**

in year over year sales revenue

### **Fewer returns**

A custom My Devices module gives customers a clear idea of which items are compatible with their devices, leading to more accurate ordering and fewer returns

### **Mobile ready**

The responsive, mobile-ready site provides an enhanced user experience

**"I recommend Briteskies to anyone looking for a Magento implementation and really suggest that anyone considering a web store with an integration to an in-house ERP talk to them. They have proven their ability to us that they know integration."**

-Bill Bleem, Director of Business Applications, ZOLL Medical Corporation



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