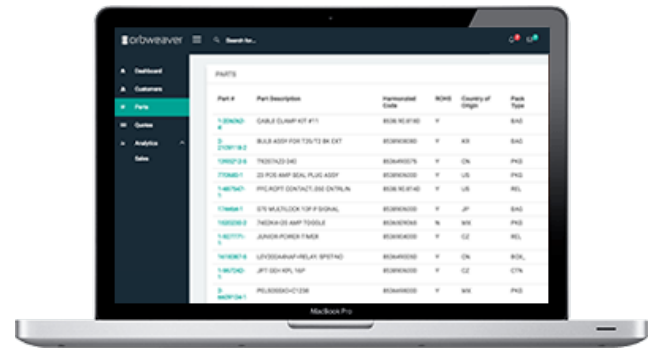# orbweaver

Case Study

Enabling APIs For Customer Success: Orbweaver and Venkel's Strategic Partnership

Venkel, a trusted and reliable supplier of electronic components and ceramic capacitors, recently chose Orbweaver as their web integration, e-commerce platform, and real-time inventory management system after a competitive selection process.

Venkel selected Orbweaver to enable an API for their customers to reduce friction throughout the procurement cycle, improving customer ability to see real-time pricing, inventory, and purchase needed materials more quickly.

This custom solution, based on the foundation of Orbweaver's universal data integration and translation platform, **Connect**, allows suppliers to facilitate API procurement using their existing data.

Connect provides all of Venkel's API interfaces with security, scalability, and long-term financial peace of mind.

> "
> *"Orbweaver's cloud-based solution has been secure, efficient, and reliable."*
>
> - Director of Business Development, Venkel

Venkel needed a flexible and reliable platform that could perform multiple duties:

- Provide an excellent customer experience for parts lookup and purchase
- Support extremely high-volume (millions of API queries per month)
- Real-time part information updates
- Efficiently manage order and part requests
- Maintain secure connectivity to customers and ensure reliability
- Eliminate expensive service and maintenance bills

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Venkel's e-commerce platform currently holds over 700,000 electronic part numbers including resistors, capacitors, and LEDs. Prior to working with Orbweaver, Venkel struggled with maintaining their previous customer-facing platform. The platform required heavy internal support and would frequently stall or break down, most often during high demand hours. With a lean workforce, key stakeholders at Venkel were being taken from strategic initiatives and forced to fix time intensive and business-critical maintenance updates.

Venkel recognized that such an unreliable system which needed server maintenance around the clock was untenable for maintaining and growing their global business.

Given the complexity of part intake and data organization, too many companies like Venkel are forced to manually review and process hundreds to thousands of requests. When the backlog of manual processes continues to grow, businesses become stuck in a constant cycle of catch-up instead of focusing on cultivating new partnership and scaling their business.

A Transformative Partnership

The Orbweaver Platform streamlines and automates key processes, including delivery of real-time part information, pricing, and inventory through a direct API.

Venkel, using the Orbweaver Connect API solution, rolled out two significant changes. Both of which were directly integrated into Venkel's existing ERP solution, so no business process changes were required to integrate the order mechanism:

1. Part Lookup - Enables customers to access their most competitive pricing along with existing stock position and supporting product information for any part. The API takes a part number and quantity, and then returns all supporting information, directly from Venkel's system in real-time.

2. Purchase Order (PO) Execution - After gathering the part information, the user can use that information to execute a PO automatically. The PO API takes in 1-n lines, each with a part number, quantity, and requested delivery dates. It also allows for credit card orders, ship and debit orders, and contract or open PO number orders.

Orbweaver Connect improves a customer's ability to review and bulk order necessary components directly via API. Orbweaver's partnership had a direct impact on Venkel's business and freed up significant and valuable time for employees to focus on strategy instead of data entry and maintenance.

> *"Orbweaver has saved our teams hours of work previously spent compiling, processing and managing hundreds of thousands of lines of parts requests manually. We're no longer constantly worried about server breakdowns which previously cost us orders and business."*
>
> - Director of Business Development, Venkel

Unparalleled Customer Support

With Orbweaver, Venkel found a partner with a comprehensive understanding of the electronics manufacturing industry. Orbweaver's commitment and dedication to successful implementation, integration and constant optimization of their solution with Venkel's business needs continue to be a trademark of their customer success.

> " *"After considering several other companies, we were impressed with Orbweaver's comprehensive understanding of our industry. They immediately spoke our language and knew the complex nature of the part data we were managing manually.* **They listened to our problems and provided solutions to automate key processes which ultimately had a direct impact on our business.**"*
>
> - Director of Business Development, Venkel

Ultimately, the scalability of the Orbweaver Platform met and exceeded Venkel's immediate needs, and the cloud-based, self-updating, and integration based solution will also grow with their future goals and initiatives. Venkel and Orbweaver continue as strategic partners to improve business models and processes and build new long-term initiatives and solutions to increase productivity.

To learn more about the Orbweaver Platform and how you can automate fundamental parts of the electronics procurement cycle, visit our website at www.orbweaver.com *and connect with us to* schedule a free consultation with an Orbweaver expert *today.*

VENKEL LTD.