

celigo

CASE STUDY

Big Agnes

getting it to work with Celigo was really easy



CUSTOMER

Big Agnes

OUTDOOR GEAR

Sleeping Bags & Apparel

HEADQUARTERS

Steamboat Springs,
CO, USA

WEB SITE

www.bigagnes.com

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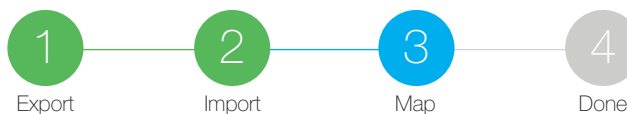
CHRIS TAMUCCI,

Big Agnes' Director of Operations

Bill Gamber started Big Agnes in 2001 as a response to his own experience in the backcountry—namely, fitful sleep under the stars, despite the tranquil setting. The solution: a sleeping bag with a sleeve for a sleeping pad for a more comfortable sleeping experience. Over the years, Big Agnes has expanded their product line to include sleeping bags, sleeping pads, tents, camping accessories, and apparel for outdoor adventure in specialty backpacking stores, REI, and online retailers such as Backcountry.com.

PRODUCT

Celigo Integrator



CHALLENGE

With booming business came growing pains. Big Agnes had years and years of double-digit growth. The company was maxing out QuickBooks on how many people could be logged into a company file at one time. Since Big Agnes owned their fulfillment process, they were manually entering all of their orders and printing orders in the office. To streamline this process, Big Agnes implemented NetSuite in 2012.

SOLUTION

Big Agnes needed to sync their NetSuite data with Tigers Global Logistics. Their 3PL preferred to use an EDI interface for connecting with other external apps. However, Big Agnes found an EDI integration limiting and expensive, so they reached out to Celigo who recommended the Integrator. Big Agnes decided to use the free version of the Integrator, which helped them manage their logistics data flows to Tigers Global Logistics' 3PL. Chris Tamucci, Big Agnes' Director of Operations, was able to set up the Integrator by himself. He says, "After reviewing the capabilities of the Integrator, it made a lot of sense because I could set it up myself."

BOTTOM LINE

Celigo's free Integrator provided Big Agnes a simple and cost-effective way to sync its NetSuite data with Tigers Global Solutions' 3PL. Chris says, "It didn't take more than a week to see that the Integrator fulfilled what we needed." While the free version of the Integrator offers many benefits, Big Agnes is confident that the premium version can take its ecommerce business to the next level with the scheduler. The scheduler schedules data imports and exports between NetSuite and a 3PL. Chris explains, "Now that we've been using the Integrator, I'm realizing all the different business processes that it is beneficial for. I'm looking forward to paying for the premium version, and getting the scheduler."

Soon after, Big Agnes developed a limited line of down and synthetic-filled jackets. Big Agnes warehoused these jackets the first year, and discovered that their warehouse wasn't set up to handle all the SKUs. So the following year in 2014, Big Agnes decided to move to Tigers Global Logistics' 3PL.

It didn't require any scripting or any technical know-how besides a thorough understanding of the data you needed to pull from NetSuite and the format it had to be in." Big Agnes met with Tigers Global Logistics to work out a plan: Big Agnes would put a CSV file of their orders from NetSuite on a FTP server for their 3PL to pick up. In turn, their 3PL would send back a CSV file of their fulfillment orders, which the Integrator would then import into NetSuite. Chris adds, "Once I had that process in place, getting it to work with Celigo was really easy."

It's going to be really nice to manage the inventory of our products on the retailer's site that we dropship for." Additionally, the premium version of the Integrator increases efficiencies by reducing manual processes. Chris says, "Currently, someone is managing the inventory feed. If I wanted to take that off their plate, paying for the scheduler is a no-brainer." All in all, Big Agnes finds the Celigo Integrator essential to their business, enabling them to streamline their ecommerce data flows, and believes they could improve their business even further by upgrading to the premium version.



Celigo's integration solutions enable applications to work together as one. Celigo integrator.io is a powerful and intuitive iPaaS platform that enables both technical and non-technical users to synchronize data, automate processes, and streamline operations by integrating any applications and data sources.



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+Celigo

Headquartered in San Mateo, California, Celigo is focused strongly on the NetSuite ecosystem. We have more than **2500** active customers using our products every day, integrating a wide variety of business processes across multiple applications.