

Nova Natural gets a holiday bonus with Celigo

Customer

Nova Natural Toys & Crafts

Product

Magento Connector

“

When I do half my business in two months, I can't be down a day.

—Jason Miller, Nova Natural

”

Challenge

Many retailers do the majority of their annual business during the holiday season. Toy retailers are particularly focused on the peak holiday sales period, and Nova Natural was determined to eliminate inefficiencies that affected their holiday revenues.

Company Description

A boutique retailer of unique handmade products for children, Nova Natural imports most of their goods from Europe with an emphasis on fair trade, natural materials and quality toys.

Problem

Efficient order management is critical to reliable payment processing. Nova Natural knew that legacy payment inefficiencies could affect revenues for a holiday shopping season that was quickly approaching. They needed a guarantee that a customer's card would be properly authorized, in the shopper's cart, and that required payment data was passed seamlessly to NetSuite. After comparing many NetSuite solution providers, Nova Natural selected Celigo, and the two worked to implement a solution.



Industry
Toys + Crafts

Headquarters
Nova Natural Toys + Crafts,
Shelburne, Vt 05482

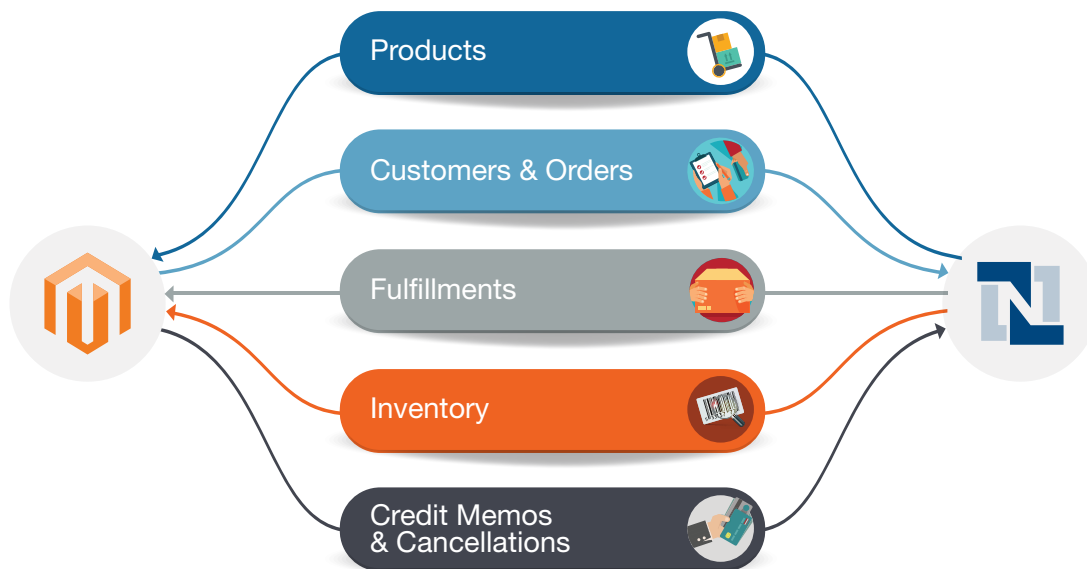
Web Site
www.novanatural.com



Solution

Celigo offered tight, real-time integration between Netsuite and Magento. Celigo's Magento Connector delivered accurate, efficient payment processing with PCI Compliant standards. Nova Natural's customer data, product information and inventory flows were all automated to reflect accurately. "With the order volume that we get in the holidays," said Nova Natural manager Jason Miller, "there would be no way to manage that outside the kind of automation that Celigo can give you with the connector."

The industry standard for Magento to NetSuite integration



Also: Promo Codes, Multi Stores, Multi Sites and more

Bottom Line

Celigo's Magento Connector for NetSuite delivered this business critical integration supporting inventory control, real-time order management and additional prospecting features that can provide your business with holiday bonuses all year long.

- Empowered the organization to have one portal to manage all the sales, purchasing, inventory, accounting, shipping, and entire eCommerce store.
- Increased the efficiency of operations, logistics and finance reducing manual processes.
- Business working environment has become noticeably more dynamic and target-driven due to access to real-time reporting.
- Eliminated the risk of selling items not in stock because stocks levels are maintained in NetSuite and synced with Magento store
- Dramatically improved order fulfillment time - orders arrive sooner.
- Experienced a 6.25% increase in conversion through using Magento as their eCommerce platform.

About Celigo

At Celigo, we are pioneering the future of application integration with novel strategies, cutting-edge technologies, and a dedicated team that will go to any length to get your most-complicated integrations to work seamlessly. Our core mission at Celigo is simple: to enable independent applications to work together as one.

Contact Us

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