



Titan Distributors Accelerates Growth with integrator.io

Customer

Titan Distributors

Product

Integrator.io

About Titan Distributors

Titan Distributors started in a garage over 10 years ago with a clear unique vision to provide quality products at an affordable price for consumers. Fast forward to today, Titan is now a top 500 internet retailer with 130 people strong and growing fast to build the foundation for their continued progress. Titan specializes in sales of commercial farm attachments, ramps of all kinds, fitness equipment, and various outdoor items.

Background

Jeff Hill, Director of Business Processes, at Titan Distributors realized manually entering orders was a process of the past. Jeff then sought out a solution in 2013 that would support their growth plans by enabling them to centralize data and implement processes to streamline their operations. Jeff mentioned, "The only way to scale is through automation."

"Most of the business is around our websites and our third-party sales sites. Integrating pricing, inventory, listings, sales, and fulfillment" says Jeff. "We're an online retailer that pushes on average 3,000 orders a day, we've been able to manage our growth in a way that we don't have a lot of falloffs." The team has driven exponential growth each year and expects to exceed \$100M in annual sales.

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— Jeff Hill

Director of Business Processes,
Titan Distributors

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Web Site
www.titandistributorsinc.com

The Challenge

Hill continues, “We have some interesting business requirements on how we do things. So there’s a lot of customization that’s involved depending on the channel that it’s on.” Relying on manually processing orders presented a long term challenge for the team. As the business matured - customization was an essential need.

With double-digit growth, it became clear that manual activities were not sustainable for when order volumes started to increase. Jeff continued to share, “ Before our volume was 30 orders a day and that was more realistic to handle manually. Now, it’s between 2,000 - 3,000 orders depending on the day of the week.”

The Solution

Titan Distributors uses Celigo integrator.io to integrate NetSuite and their multiple online marketplaces. Jeff Hill, Director of Business Processes, was new to integration before they adopted an integration platform, so finding an easy-to-use platform was a priority for the team. Hill shared his experience with integrator.io as being, “All-in-all pretty straightforward with mapping one-to-one kind of stuff.”

Hill also continues to share, “We use integrator.io for our shipment tracking information that we’re sending to customers and we send them all the data on our shipments to handle returns. So it’s kind of a customer self-service return portal.” Celigo integrator.io is used by Titan Distributors to accurately update pricing, inventory, listings, sales, and to provide near real-time data to customers.

The Bottom Line

By using Celigo integrator.io, Jeff has been able to meet the integration needs of Titan Distributors. When asked if they could manage their business without integrator.io, Jeff said, “If we didn’t have the integration, we probably would need another 3-5 people fulltime to do it manually.” Jeff continues to mention, “We’re doing \$100MM in sales this year. If we were still with our previous integration provider, that would cost us \$240,000 - \$400,000 for the same thing. So that’s a quarter million dollar savings right there.”

In 2013, Jeff was new to the entire integration process. Jeff is now confident with how integrator.io has been able to help with the expansion of the company. Most importantly, Jeff has been able to focus on the growth of the company by having a platform that’s self-sustaining.

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About Celigo

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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