PERVASIVE

CASE STUDY

ForeFront

ForeFront and Pervasive Provide Fast, Flexible NetSuite Integration

With integration of multiple applications in just two weeks, e-commerce site meets tight go-live deadline

"They had an e-commerce site, they had an ERP that was NetSuite, and they had a back-end logistics firm that was out of Seattle. One group was out of the UK, the other group out of Wyoming. … A two week integration with three brand new applications is pretty intense. And the client was very happy."

– Anne Marie Berger
Managing Partner, ForeFront

Challenges

- Integration solution must provide foundation for master data management (MDM)
- Achieve seamless data exchange between Zen Cart™ online shopping system, ProLog inventory management system and NetSuite ERP
- Complete integration within two weeks to meet firm go-live deadline

Implementation Highlights

- *Rapid two-week deployment*
- *Cost savings*
- *Multiple systems integrated with NetSuite*
- *Flexible and reliable architecture*
- *Extensibility for updates*

About ForeFront

ForeFront is recognized in the industry as an innovative systems integration company with a solid record of successfully addressing their clients' most complex integration challenges. They are focused on Data Management solutions across industries, both on-premises and on-demand. From data quality, BPM, BI, ERP-SaaS integration to custom Web services, ForeFront implements and integrates proven, best-of-breed technologies to achieve specific business objectives.
www.forefrontcorp.com

Client Profile

This Web retailer was created to help busy shoppers end the sometimes taxing and time-consuming effort of trying to find just the right gift for the right occasion. The company offers a unique Web-based option for gift givers to select gifts. Customers answer questions about the intended gift recipient. With each answer, the Web-based system finds closer matches based on data gathered from survey respondents having matching personal profiles. The customer can then browse or select an item and place the order.

EXECUTIVE SUMMARY

The client was an upscale, e-commerce service designed to assist online shoppers in finding the perfect gift for any occasion. To provide customers with a flawless purchasing experience, the client needed to achieve a seamless data exchange between its NetSuite ERP system, its shopping cart software and its inventory management system. And in order to meet an aggressive go-live deadline, the systems integration had to be completed in two weeks.

For a fast and reliable integration solution, NetSuite referred the client to systems integrator ForeFront. ForeFront's integration specialists leveraged Pervasive Data Integrator™ and the Pervasive NetSuite adapter (newly released at the time) to deliver a time-sensitive data management solution; one that accommodated NetSuite custom fields and the client's tax reporting and approval processes.

Coordinating with marketing and development teams in three different countries, ForeFront delivered a reliable and flexible solution, integrating three new applications in just two weeks. The Pervasive NetSuite adapter saved the client the expense of complex custom programming and provided an extensible solution to support system updates and future cost savings.

CHALLENGE: INTEGRATE MULTIPLE SYSTEMS WITH NETSUITE ERP

Facing a tight deadline, ForeFront needed to quickly integrate online ordering, inventory and ERP to launch the client's e-commerce business. Careful master data management was important as all the systems had to semantically understand each other, and share apples to apples information. To provide a user-friendly shopping experience, the client had chosen Zen Cart open source shopping cart software built on a MySQL database for managing its online store. ProLog was selected to handle warehouse logistics including order fulfillment and product inventory updates. Both systems needed to be integrated with the client's backend ERP system, NetSuite.

The solution needed to be flexible enough to handle the transformation of different file formats including Zen Cart data from the client's Web portal, and XML files from ProLog's system. In addition, the data exchange needed to accommodate the client's specific tax collection and remittance requirements and approval processes.

With the launch date looming, it was also critical that the solution be reliable and issue-free, ready to handle customer orders and fulfillment with seamless ERP interconnectivity behind the scenes.

ForeFront, a seasoned Pervasive partner with extensive experience leveraging Pervasive Data Integrator for integrating business applications and cloud-based SaaS applications, tackled the challenge. Anne Marie Berger, Managing Partner at ForeFront, says, "Their expectation was that this would be integrated in two weeks, with a brand new Pervasive NetSuite connector, so that was quite a challenge." With Pervasive NetSuite, XML, and MySQL connectivity, however, ForeFront was able to integrate the applications and architect a successful process by the go-live deadline.

SOLUTION: IMPLEMENTED IN RECORD TIME

With impressive project coordination, ForeFront worked effectively with three different groups in bringing the project to completion: the client's IT department in Wyoming, its marketing group in the United Kingdom and a developer in Russia providing the gift-selection algorithms.

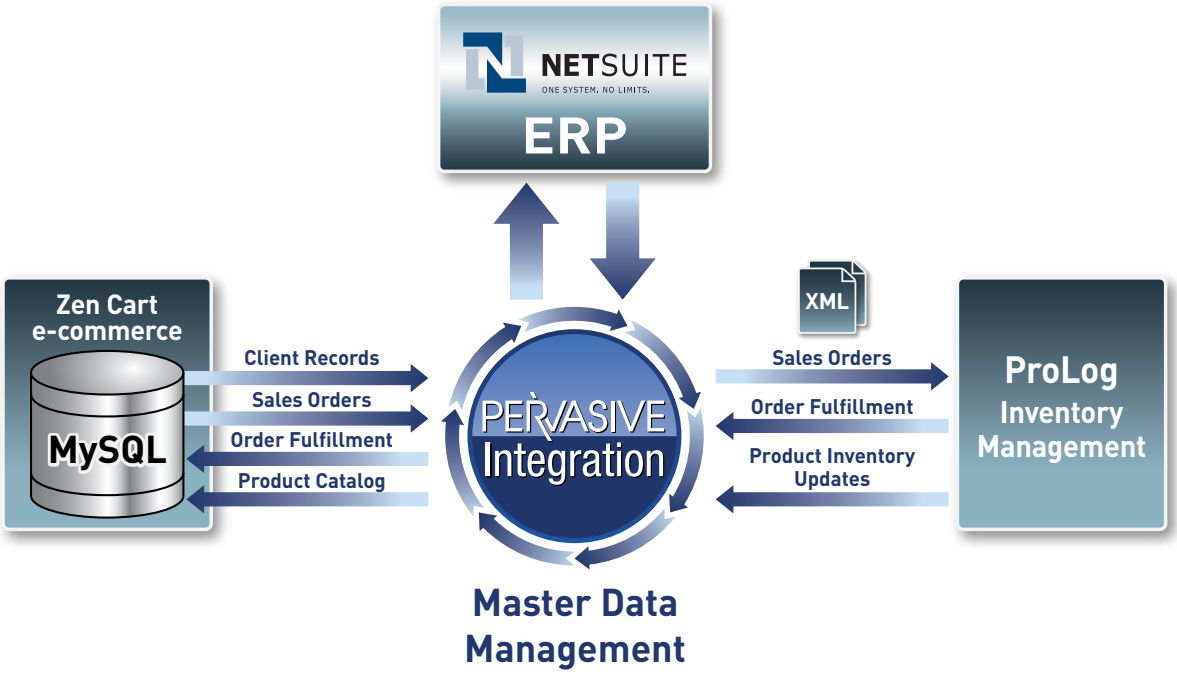
Ms. Berger explains that different groups working on different pieces of the e-commerce system created an issue with semantics such as products being referred to with different names that then needed to be reconciled in the integration process. Good master data management was key to a successful implementation.

ForeFront brought to the project extensive background knowledge of applications as well as experience in integrating e-commerce systems. Ms. Berger says, "We know product catalogs; we know the pricing issues; we know the tax issues, which are important." Ms. Berger also points to the strengths of ForeFront's technology partners adding, "It's great having Pervasive, because we know we've got the connectors we need." As an example, she refers to the success her team had with the Pervasive NetSuite connector that, at the time of the integration project, had just been released. "Out of the box, the NetSuite connector worked," she says.

Leveraging Pervasive software, ForeFront delivered an agile solution that successfully integrated data across the client's e-commerce system, moving Zen Cart data (client records and sales orders) and ProLog XML files (order fulfillment data and product inventory updates) in and out of the NetSuite ERP system.

ForeFront also provided custom field modifications to address the client's specific tax requirements and approval processes, and added functionality, such as a gift wrapping option, to their customer interface.

With Pervasive Data Integrator, ForeFront was able to set up an order fulfillment process powered by reliable connectivity to all of the client's data sources. Ms. Berger says, "What we did in two weeks was get sales orders coming from the e-commerce site into NetSuite, out to the inventory group, and then back through NetSuite and Zen Cart to complete the order fulfillment."



BENEFITS

On Time Business Launch. Integration of three new applications, including NetSuite, was completed in less than two weeks enabling successful on time launch of e-commerce business.

Cost Savings. Using Pervasive integration, ForeFront delivered a cost-effective solution in record speed saving the client the time and expense of a custom-coded solution

Extensibility. Tapping into the additional features and capabilities of Pervasive Data Integrator, the client continues to enrich and enhance customer experience with its Website without incurring additional license expense. The client has already added a gift credits update capability since the initial launch.

CONCLUSION

Successful systems integration was key to the client's business launch and ForeFront, leveraging Pervasive Data Integrator, delivered ahead of schedule. With NetSuite successfully integrated with its e-commerce and inventory systems, the client can move forward with managing resources and coordinating e-commerce processes to achieve its business goals. Pervasive universal connectivity gives companies the flexibility to choose the best of breed applications and systems that fit their particular business models.

NEXT STEPS

Pervasive Integration and ForeFront's expertise in systems integration that supports business goals will continue to play a role as the client refines its e-commerce offerings.

The client's IT Director says, "Leveraging buy-once, use-many integration makes sense for us. We'll continue to derive value through extending Pervasive integration capabilities. For example, we've already completed a gift credits update. That extensibility gives us the system support for growth with less associated cost."

PERVASIVE

Universal CONNECT!

Pervasive connects you to virtually everything

The most comprehensive initiative for universal connectivity to all data sources and applications – from legacy to on-premises to SaaS applications, files to databases, Web to mainframe.

Whatever it is, Pervasive connects to it and integrates it.

Over 500 reusable connectivity components

Connectivity out-of-the-box to thousands of applications and data sources

Rapid extensible connectivity to everything else

About Pervasive Software

Pervasive Software provides agile data integration software that speeds the flow of data between applications and between organizations. Our robust technology addresses SaaS, SOA and traditional integration modes and allows customers to re-use the same software for integration scenarios that span data warehouses, real-time application integration and data exchange with trading partners.

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