



Accelerating Revenue Growth with **Automation**

Best Practices Guide:
Ecommerce Operations



Scaling your ecommerce operations without automation introduces business risk and higher costs.

To deliver the right products and provide a seamless shopping experience to your customers, your business is dependent on many isolated applications and data sources. These typically include online storefronts, marketplaces, POS systems, payment gateways, customer service apps, shipping systems, returns management, and more. While individual tools effectively serve certain business needs, they fall short in ensuring product availability, fast shipment, real time order data, positive customer reviews, and financial visibility when disconnected from each other.

To streamline processes, data needs to be seamlessly transferred between applications. For example, you'll need to enter sales order data from your ecommerce platform(s) into a WMS (Warehouse Management System) for fulfillment. Without automation, manual transferring data is slow, error-prone, and resource intensive. At best these inefficiencies increase your operational costs. At worst, they turn into slow order processing, penalties, bad customer reviews, missed orders, refunds, and hard-to-repair brand damage.

Think about automation early and in stages.

You want to think about automation before you feel the operational pain that results from manual processes breaking down at scale. But how do you identify which processes need to be automated and in what phase? The best practice is to use a simple ROI measure by following these steps:

- 1 Map your ecommerce business processes
- 2 Identify the data that is time-critical and must be 100% accurate
- 3 Identify the manual steps in your ecommerce processes that slow down operations and are resource intensive
- 4 Evaluate the hard costs, i.e. labor, penalties, canceled orders, unexpected refunds, lost sales from inaccurate inventory, etc.
- 5 Evaluate soft costs, such as lost sales from brand damage
- 6 Rank costs to prioritize the automation of business processes

We've helped thousands of customers plan their automation journey to realize the biggest impact at each stage and accelerate their revenue growth.



CASE STUDY: EYEBOBS

Industry: Ecommerce/Healthcare

Problem: Slow, error-prone custom integrations

Solution: Celigo Order to Cash Automation connects NetSuite, Amazon, Shopify, and Returnly

Results: \$200K+ cost savings



World-class ecommerce business process automations.

Celigo ecommerce experts took over a decade of integration experience and best practices and created a portfolio of pre-built business processes automations that cover the most common use cases like order management, fulfillment, inventory management, billing, EDI, 3PL integration, RMAs and returns, plus many more. With best practices built-in, Celigo ecommerce customers gain an immediate advantage and our no-code user experience means they can quickly automate even complex processes without technical resources.



If you had an advanced iPaaS solution, would you expect your operational costs to increase, decrease, or stay the same?

70% think it would decrease.

* Source: ['Simplify SaaS with iPaaS: How An Advanced iPaaS Accelerates Digital Business Maturity'](#)
Commissioned study conducted by Forrester Consulting on behalf of Celigo.

**Download the Forrester Study and learn how
to reduce operational costs with Celigo**

Better customer experience to gain more positive reviews

- Fulfill orders, process cancellations, returns, and refunds fast through real-time sync of critical data between ecommerce sales channels and ERP
- Avoid selling out-of-stock items to customers through up-to-date inventory levels across all sales channels
- Eliminate errors in order fulfillment through fully automated processes

Reduce operations cost and complexity to improve margins

- Eliminate resource-intensive manual processes and move those resources to areas that drive growth
- Improve data quality across every aspect of operations including orders, inventory, and reporting so you never have to second guess your data again
- Reduce steps necessary to process and fulfill orders to reduce risk of missing marketplace SLAs
- Get real-time visibility into business performance to react faster to changing needs, market trends, etc.

Scale without worry

- Launch new storefront marketplaces in days, not weeks or months, by cloning existing stores
- Crush Black Friday Cyber Monday with confidence that you have an integration platform that can handle your order volumes with ease
- Customize integrations at any time to meet your changing needs and complexity
- Find pre-built business processes automations in the Celigo Marketplace to continue to automate the next common process or leverage the Celigo platform to automate any process unique to your business



CASE STUDY: TOPO DESIGNS

Industry: Consumer fashion

Problem: Accurately tracking financial information

Solution: Celigo integrations with Shopify and Returnly

Results: 30% OPEX reduction



Why IT leaders love Celigo.

IT is under more and more pressure to deliver innovative solutions to the business to drive growth. However, developer resources are increasingly hard to find and expensive. Celigo enables IT to hand off low value integration work to lower cost non-developer resources with the governance and visibility they need to ensure data security and best practices are followed.

Enable business teams to achieve goals without using expensive developer resources

- Pre-built, no-code user experience enables IT to move integration into business teams to achieve faster time-to-value
- Non-technical users can easily customize the pre-built integrations or build custom flows through the intuitive UI without code and meet specific requirements of business teams
- Many pre-built integrations are fully managed by Celigo, so business teams receive automated updates to support API updates and enhancements

Error management designed for the non-technical user

- Error messages are easy to understand and troubleshooting is performed through a centralized dashboard
- AI-based error classification and resolution makes it easy for business teams to monitor and manage their integrations
- Intermittent errors are automatically recovered without the need for user intervention

Lower total cost of ownership (TCO)

- Avoid the high cost of managing a growing number of standalone integrations. Govern, monitor, and expand integrations on one platform with visibility to all integrations in a central dashboard
- Move management and monitoring of integrations out of IT to reduce the cost of integration
- Cost-effectively integrate new ecommerce apps by leveraging Celigo's comprehensive library of pre-built ecommerce integrations

Celigo: The integration solution for today's digital age.

Celigo enables breakaway growth, controlled cost management, and superior customer experiences by ensuring every process—at any level of the organization—can be automated in the most optimal way.

- **Modern, cloud-native iPaaS** - Infinite scalability to connect to any application with no limits on integrations or data volume
- **Built for business and IT** - Empower developers and enable business teams with self-service while ensuring best practices and compliance
- **Lowest total cost of ownership** - Faster time to value, reduced burden on IT resources, and a pricing model designed to encourage increased usage combine to provide the lowest TCO in the industry

More than 4,500 of the world's leading companies rely on Celigo for critical business processes.

[Learn More And Get Started](#)

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