

blendtec®

THE WORLD'S MOST **ADVANCED** BLENDER™

Driving Digital
Business with
Integrated
eCommerce



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blendtec[®]
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Excellence is not a Skill. It is an Attitude. – Ralph Marston

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Agenda

- About Blendtec
- Challenge
- Solution
- Results
- Next Steps
- Q&A

Session Abstract

A brief discussion on the challenges faced during the implementation of a new e-commerce platform and the subsequent integration to business systems utilizing TIBCO Scribe to facilitate data movement and order fulfillment.

About Blendtec

- Size: 400 employees, \$150 M revenue
- Industry: manufacturing. Commercial and residential use blenders and food processing equipment.
- Market: Domestic and international, commercial and home use. Direct sales as well as dealer/distributor networks. Direct import into 95 countries.
- Competition: 2 major competitors in the market.
- Marketing strategy: until recently, no strategy. Now, a new partner pushing social media engagement.

Situation

- Our digital transformation goal:
 - Be a data driven company
 - Execute business critical decisions on vetted data
- Experience at the time of this project with TIBCO Scribe
 - Scribe Insight (on premise platform) – some experience utilizing this platform between CRM and ERP
 - Scribe Online (iPaaS) – virtually none

The Challenge

- Our marketing partner sourced a new e-commerce platform – Shopify
 - < 3 months available for implementation
 - Coincided with Blendtec's latest product release
- Requirements:
 - Develop an API
 - Integrate order & customer data with CRM and ERP
- Problems:
 - IT had no extra capacity, no API dev skill
 - High risk to internal staff and customer satisfaction

The Challenge

- Evaluated writing a direct integration to the Shopify API
- Skill set needed insufficient and/or unavailable

The Solution

- TIBCO Scribe iPaaS
 - Developers and partners can extend the platform with connectors and make them available in the Scribe marketplace.
 - Many of these are nearly plug and play, easily implemented with minor customization
- Our approach
 - Identified 2 person team
 - Secured connector
 - Completed self-guided Level 1 training
 - Completed in-person Level 2 training

Implementation

- 48 hours after completing training, the IT development team was moving data between Shopify and our CRM
- Shopify <-> CRM
 - Sync customer data
 - Enabled metadata assignment, automated order confirmation and tracking emails, notations and attachments
- Shopify <-> ERP (Dynamics AX)
 - Sync orders – nearly flawless

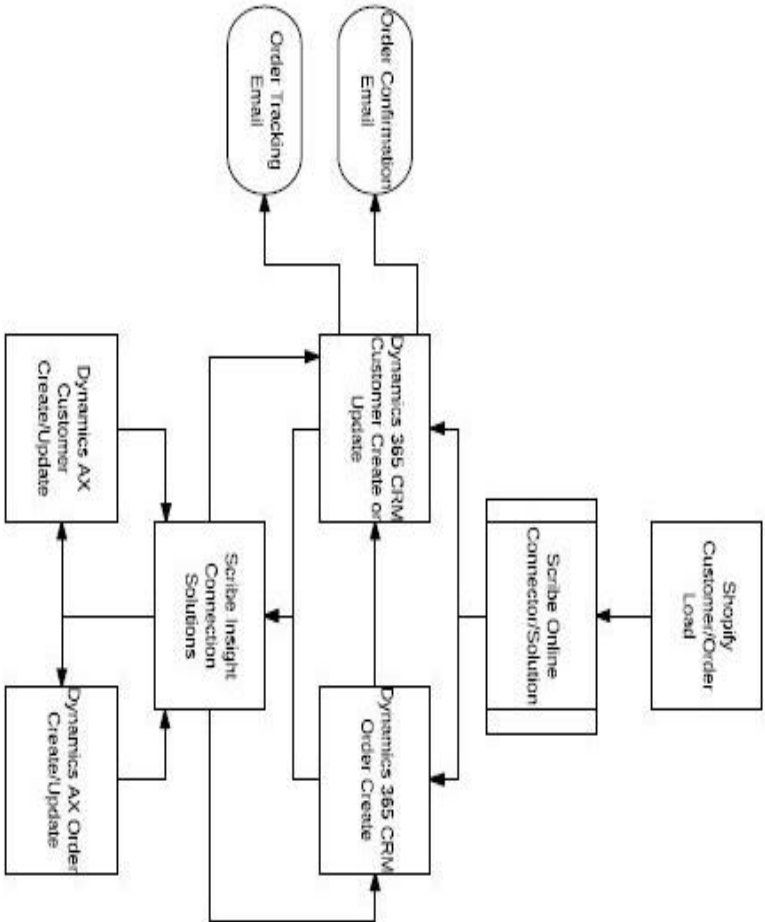
Results

- Successful promotion of our new product - Orders processed earlier than promised by the marketing campaign
- Based on this success, all e-commerce business is moving to Shopify and TIBCO Scribe
- Increased confidence in our ability to drive new business through social media
- Increased sales for product offerings
- Additional future promotions are planned

Next Steps

- Rapid results with TIBCO Scribe -> IT will replace integration of our current e-commerce site with TIBCO Scribe
- Evaluating replacing CRM and AX integrations with TIBCO Scribe for simpler and faster data facilitation

High Level Data Architecture



Please feel free to reach out to me with questions:

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Thank you!

