



iBOLT – Betty Mills

"With iBOLT Special Edition we now have a smooth-running business process that gives us all the benefits of SAP® Business One while allowing us to preserve our investment in our existing website
Joel Kaplan, Chief Financial Officer, The Betty Mills Company

The Challenge

The Betty Mills Company, located in San Mateo, California, is one of America's leading suppliers of cleaning and facility supplies, office products, furniture, and outdoor storage products. They offer more than 50,000 items in their catalog, and have more than 55 stocked warehouses across the U.S.

Betty Mills' web site was already up and running at the time that they called in San Francisco, California-based Apollo Consulting, a 2005 recipient of SAP's Marketing Excellence Award and one of Magic Software's first SAP Business One business partners, to help in an evaluation of SAP for their organization.

Linking product and customer information, processing orders, updating inventory are only few examples of the complexities that needed to be addressed by Apollo Consulting when demonstrating seamless integration between SAP Business One and the Betty Mills website.

The Magic Solution

By including iBOLT SE as part of the total SAP Business One solution, Apollo was able to offer Betty Mills a way to preserve and build on the investment that the company had already made in website development.

iBOLT SE provided Apollo with the underlying flexible and scalable process integration layer which enabled them to synchronize the item catalog between SAP Business One and the web site, passing orders taken over the Web into SAP Business One while performing verification that the customer is valid and has a good credit standing, prior to placing the order. At the same time, order processing details are checked, including validation of product codes, and inventory is updated.

The Benefits

"The ability to integrate orders from our existing website with SAP Business One was a key requirement in our selection of a solution," said Joel Kaplan, Chief Financial Officer for The Betty Mills Company. "With iBOLT Special Edition, we now have a smooth-running business process that gives us all the benefits of SAP Business One while allowing us to preserve our investment in our existing website."

Betty Mills benefits from a fully automated business process enabling it to improve its customer satisfaction rating, reduce order processing handling time and human errors, which results in reduced costs and improved efficiency.
