

CASE STUDY

Leading the Integration Revolution

Your business problems have changed. Why hasn't your integration solution?

PLAYAWAY®

Adeptia's NetSuite Accelerator enables Playaway to focus on business initiatives and removes IT complexity in relation to data integration and manual processes.

Playaway is a leading innovator in digital audio-book technology, combining a wide variety of content with an easy-to-use, single unit player. Playaway makes audiobooks accessible for everyone—providing the portability of a digital audiobook with the grab-and-go convenience of a physical format.

"The way we see it, the best technology is simple technology," states the motto of the parent company Findaway LLC. "We've made it our mission to simplify technology and create products that provide immediate access to content."

Adeptia's vision has always been to simplify processes in order to provide easier and more efficient use for our customers. It is no surprise, then, that Playaway looked to Adeptia for the solution to their complex integration needs

Sharing a Simplified Solution

Before Adeptia, Playaway utilized a NetSuite-related business process which required a great deal of manual effort and presented many opportunities for data entry errors. Although NetSuite started out as an ideal solution for a small company, Playaway experienced rapid growth and its needs quickly surpassed what NetSuite was capable of supporting on its own.

Rather than embarking on a costly and time-consuming change of systems, Playaway sought a third-party solution that would allow them to access their data within a completely flexible structure using business process automation.

Playaway selected the Adeptia's NetSuite Accelerator to integrate NetSuite with its back-end systems because Adeptia had the capability to integrate data and automate business workflows within just a few days, something other vendors were unable to do. In addition, Adeptia's NetSuite Accelerator provided Playaway with an easy-to-deploy and cost-effective solution that showed in an ROI after just two months.

CHALLENGE

- Information in NetSuite was not accessible to back-end applications or to business users when and how they needed it.
- Business processes that relied on the silo-ed data within NetSuite could not be automated.
- Manual processes and duplicate data entry resulted in poor data quality, expensive operations and out-of-date information, making it difficult to scale the company.

SOLUTION

- Rapid deployment: Pre-built flows, templates and connectors to automatically connect to back-end systems.
- Ease of Use: Graphical, wizard-driven, point-and-click approach for creating and deploying integration flows with no custom coding.
- Process-centric functionality: Process-centric, Services-based (SOA) approach allowing the automation of business processes with human interaction for exception handling and decision-making.
- Synchronization: Real-time and scheduled (batch) bi-directional integration flows between NetSuite.com and back-end systems.

BENEFITS

- Improved productivity of sales and delivery teams

"We were thrilled that Adeptia's solution allowed us to move our business to the next level."



— Dana DeSantis
Playaway Marketing Communications Manager

“We always felt that the Adeptia team was a true business partner in every sense of the word, delivering the project on time, scope, and budget, and continuously going the extra mile.”



Playaway business users loved the flexibility and ease of access that was provided by NetSuite. However, the information in NetSuite was silo-ed in the cloud and it was difficult to get this data into Playaway's back-end systems to automate business processes. As a result, processes such as the automatic triggering of actions, notifications, and workflow tasks and the generation of consolidated reports were overly complicated and difficult.

Adeptia helped Playaway by setting up both real-time and scheduled (batch) integration flows between NetSuite.com and back-end systems. These “deploy-and-forget” flows now run automatically in the background to share information and require no manual intervention except to handle exceptions and errors. These integration flows are bi-directionally capable so that data can move in both directions into and out of NetSuite.com.

“We were thrilled to find Adeptia’s solution,” said Playaway Marketing Communications Manager Dana Desantis. “It unleashed our NetSuite data and allowed us to move our business to the next level.

Adeptia provided Playaway with an automated mechanism for integrating sales orders, customers, and inventory data for accurate reporting and the improvement of business initiatives.

Playaway leveraged Adeptia’s comprehensive processcentric, SOA-based approach to integration which provided a code-free, easy-to-deploy solution that delivered a low cost of ownership and matched Playaway’s vision of a simplified approach to technology.

“We used Adeptia’s solution to give us more flexibility with reporting, automation, our e-commerce experience, CRM, and sales forecasting,” De Santis said. “And better yet, we always felt that the Adeptia team was a true business partner in every sense of the word, delivering the project on time, on budget, and continuously going the extra mile.”

About Adeptia

Adeptia provides a next-generation, holistic integration platform that combines data integration, an SOA framework, an Enterprise Service Bus (ESB), B2B/EDI capability and Business Process Management (BPM) into a single, collaborative, web-based application. This comprehensive approach provides a simple way to deliver complex integration and process automation without the need for extensive coding.

