

# Smart Sweets

## Introduction

This case study of SmartSweets is based on a December 2020 survey of Celigo customers by TechValidate, a 3rd-party research service.



“If I had to make the choice again, I would select Celigo.”

“Great customer support. Fast and reliable service. Effective and efficient communication from account managers. Would highly recommend.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Celigo:

- The following were the challenge that made them initially look for an integration solution.
  - Too many manual processes

## Use Case

The key features and functionalities of Celigo that the surveyed company uses:

- When comparing Celigo to other vendors, they ranked how important the following were:
  - Ease of use: Important
  - Pre-built integrations: Very Important
  - Monitoring and error management: Important
  - Ability to scale: Very Important
  - Features/functionality of integrator.io (iPaaS) platform: Important
- They also explored the following before selecting Celigo:
  - None – only considered Celigo
- They are automating the following by using Celigo:
  - Accounting/Billing/invoicing
  - Order processing
  - AP/Procurement
- In the next 6-12 months they are planning to automate the following using integration through any method:
  - Data warehouse/Analytics
  - Corporate Performance Management
  - We have no plans to automate anything else in the next 6-12 months

### Company Profile

Company:  
**SmartSweets**

Company Size:  
**Small Business**

Industry:  
**Consumer Products**

## Results

The surveyed company achieved the following results with Celigo:

- Has done the following with Celigo in place:
  - Expand/grow without adding a ton of people
  - Improved their customer experience
  - Improved their data quality
  - Accelerated billing/cash flow
- They estimate > \$50k cost savings or revenue growth tied to the implementation of Celigo.
- Estimates it took 9 months to achieve value with Celigo.