

Discount Ramps

Introduction

This case study of Discount Ramps 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.”

“A large part of our business sells product on marketplace channels and Celigo has provided a way for us scale our offering to those channels without needing a lot of overhead resource to operate.

It’s safe to say Celigo has helped accelerate our company growth by helping us to automate a number of customizations to and from our ERP system. On top of this, we first bring up the possibility of Celigo handling a new integration above other options due to the reliability, competitive pricing, and flexibility of the software.”

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.
 - General need to automate for scale
 - Too many manual processes
 - Data silos impacting business operations
 - Inefficient use of resources
 - Slow order processing impacting customer experience
 - Growing partner/customer requirement for better integration

Company Profile

Company:
Discount Ramps

Company Size:
Small Business

Industry:
Consumer Products

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: Important
 - Monitoring and error management: Very Important
 - Ability to scale: Very Important
 - Features/functionality of integrator.io (iPaaS) platform: Very Important
- They also explored the following before selecting Celigo:
 - Do it ourselves/hire consultant
 - None – only considered Celigo
- They are automating the following by using Celigo:
 - Order processing
 - Data Warehouse/Reporting
 - Inventory Levels to Web Properties and Marketplaces
- In the next 6-12 months they are planning to automate the following using integration through any method:
 - Data warehouse/Analytics
 - Bank reconciliation

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
 - Moved resources to high value areas
 - Reduced their operational costs through efficiency gains
 - Improved their customer experience
 - Improved their data quality
- They estimate > \$50k cost savings or revenue growth tied to the implementation of Celigo.
- Estimates it took 1 year to achieve value with Celigo.