

Digital Networks Australia

Introduction

This case study of Digital Networks Australia 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.”

“Celigo made a huge impact with respect to the product sync, automation, and syncing of our order data in an efficient manner. No more CSV uploads! Tasks that took hours took only a few minutes using Celigo. ”

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
 - Data silos impacting business operations
 - Inefficient use of resources
 - Growing partner/customer requirement for better integration

Company Profile

Company:
Digital Networks Australia

Company Size:
Small Business

Industry:
Computer Hardware

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: Very Important
- They also explored the following before selecting Celigo:
 - Do it ourselves/hire consultant
- They are automating the following by using Celigo:
 - Order processing
 - Product Syncing between our CRM and website
- In the next 6-12 months they are planning to automate the following using integration through any method:
 - IT Management/DevOps

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 More than a year to achieve value with Celigo.