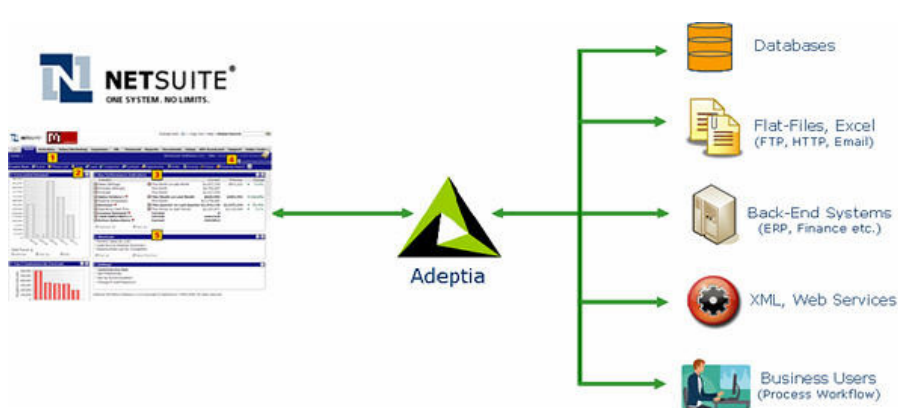




CASE STUDY

Playaway automates Order, Customer and Inventory processes with NetSuite ERP

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



PLAYAWAY®

“Playaway is the wave of the future”

*Stephen King,
Author*

Playaway (www.playaway.com), the leading innovator in digital audio-book technology, sells the newest format of audio, combining a wide variety of content with an easy-to-use player all in one small unit. Playaway is the most simple and immediate way to enjoy music and audio-books. Its portability allows users to enjoy their favorite authors and titles on-the-go, whenever and wherever.





CASE STUDY

The Challenge

Playaway has experienced rapid growth since 2005. Although NetSuite started out as an ideal solution for a small company, Playaway's needs quickly surpassed what NetSuite was capable of supporting on its own.

Functional requirements can be summarized into 4 broad categories:

1. Integrate SaaS application with back-end systems
 - Netsuite (ERP)
 - SQL Server Database
 - Reporting system
2. Bi-directional data synchronization between Netsuite and back-end systems for:
 - Sales orders
 - Opportunities
 - Contacts
 - Customers
 - Inventory
 - Custom records
3. Easily apply complex data mapping, exception & lookup rules
4. Remove manual data entry process that is time consuming and error prone

Existing process required a great deal of manual effort and presented many opportunities for data entry errors.

The Solution

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 in a more flexible structure, while also making process automation a reality. With the requirements in place, Playaway found a solution in Adeptia's NetSuite Accelerator because it could integrate data and automate business workflow quickly within days, which was something other vendors were unable to do.

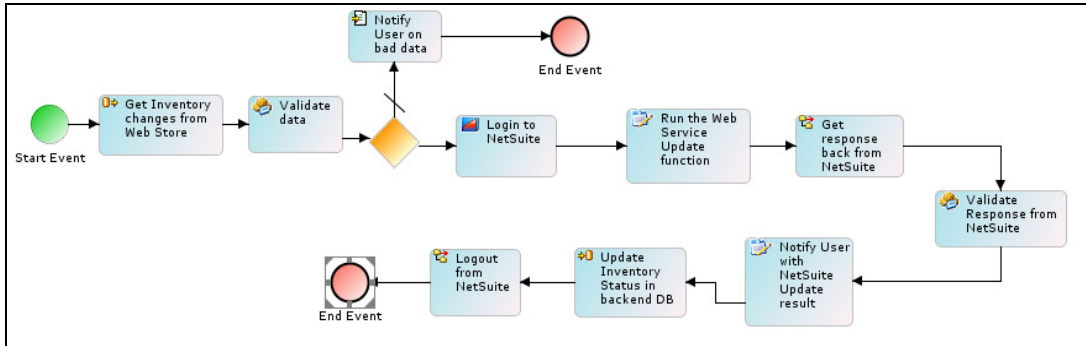
Competing technologies that were analyzed and rejected included:

- Custom Code: Minimal IT staff available. Lack of SaaS integration knowledge.
- Other vendors: Hardware dependency. Complex configuration. Not scalable. Not Process-centric and not Services (SOA) based.



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Adeptia's NetSuite Accelerator is built using a code-free, graphical interface allowing organizations to manage these automated flows in an easy and cost effective manner.



As an example, the Inventory update process that was automated is shown in the diagram above.

Adeptia's NetSuite Accelerator integrates applications in real time or batch. The integration capability consists of:

- Pre-built, out-of-the-box Web Service based templates to quickly get up to speed
- No hardware or third party software dependency
- Complex business rules for validation and resubmission of records
- Graphical web based point-and-click interface, no custom code
- Standard Encryption methods for secure data transmission
- Non-technical Business Users can maintain and extend solutions

Playaway's Rapid Timeline to Automation

Adeptia offered an easy to deploy and cost-effective solution for integrating data with NetSuite platform and so allowed Playaway to maximize the value of their NetSuite investment within days.

"We were thrilled to find Adeptia's solution which unleashed our NetSuite data and allowed us to move our business to the next level. We used Adeptia's solution to give us more flexibility with reporting, automation, our e-commerce experience, CRM, and sales forecasting. 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, scope, and budget, and continuously going the extra mile."

- Dana DeSantis, Marketing Communications Manager at Playaway

Reduce manual entry and improve accuracy by providing an automated synchronization of data to and from NetSuite

Adeptia provides an automated mechanism of integrating Sales Orders, Customer and Inventory data for accurate reporting and improving business initiatives



CASE STUDY

About Adeptia

Adeptia offers a comprehensive and proven Process-centric, SOA-based approach to integration. It leverages new technologies and approaches to provide a code-free, easy to deploy solution that delivers an unmatched low cost of ownership.

No hardware or appliances need to be purchased, setup and managed. Adeptia requires just a quick software download and install on any computer.

Business users love the flexibility and ease of access that is provided by a hosted web-based application such as NetSuite.com. However, the information in NetSuite is silo-ed in an offsite location and it is difficult to get this data into back-end applications to automate business processes such as automatically triggering actions, notifications, workflow tasks for other business users and for generating consolidated reports.

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

For more information on Adeptia and its solutions, contact sales@adeptia.com or call 312-229-1727

www.adeptia.com