



# A Nomad erpCommerce Customer Success Story



[buy.simplegreen.com](http://buy.simplegreen.com)

## Background

The Simple Green brand was established over 40 years ago by Sunshine Makers Inc. owner Bruce FaBrizio and his father. The environmentally-conscious, non-toxic cleaning products were initially sold to automotive and industrial customers for use as floor and equipment cleaner. Today, Sunshine Makers Inc. is a family-owned global organization based in Huntington Beach, California, that sells hundreds of industrial and household cleaning products under the Simple Green product line. Simple Green products are sold in major retail stores including Ace Hardware, Home Depot, Lowe's, Target and Walmart, and online at [www.simplegreen.com](http://www.simplegreen.com).





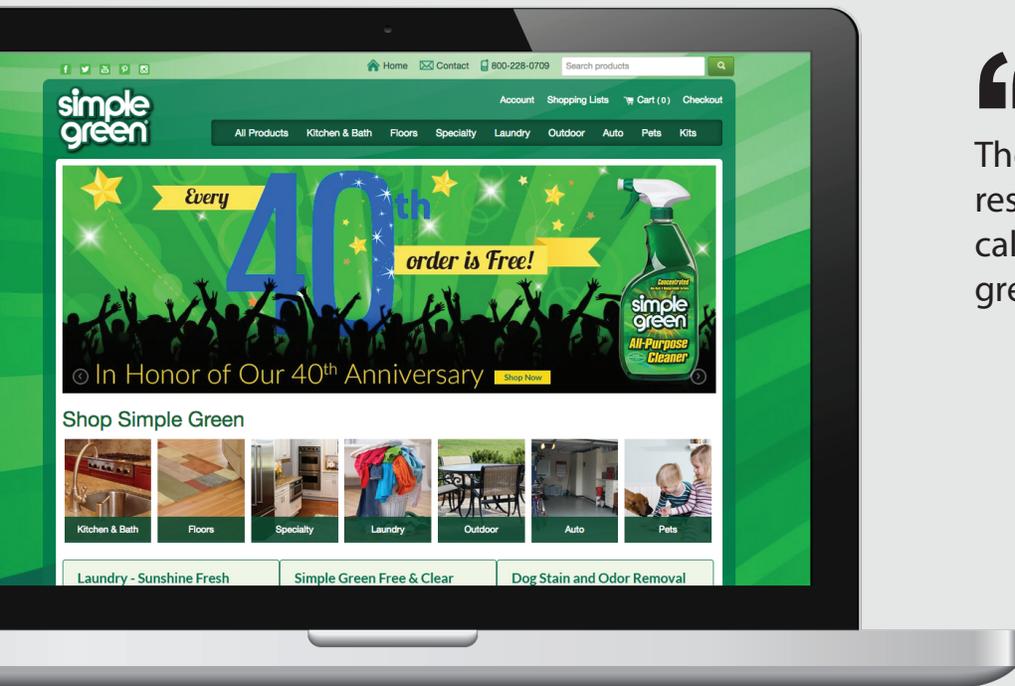
# The Simple Green Goal: Growth Through eCommerce

Simple Green products have become more in-demand, especially over the last six years--thanks to the rise in popularity of non-toxic cleaning products that are safe-to-use and safe for the environment. "We had an early focus on a natural product line before 'green' was even a concept," says Brian Bozych, IT Director for Simple Green.

Although Simple Green's primary business is in retail stores, with the growth of the company and the rise in eCommerce business, Simple Green began to look to its own digital presence as a source for continued growth.

To achieve growth through its eCommerce site, Simple Green sought a solution that could integrate with its ERP software. Though the company had an existing eCommerce shopping cart solution, it did not integrate with ERP, and each time an order was placed through the site, Simple Green staff members had to hand-enter the information into the ERP system. For a global organization focused on expansion, this solution was not sustainable.

“ Getting all of the necessary information directly into and out of our ERP system was very important to us. Nomad accomplished this, and at the same time was an easy-to-use and inexpensive solution.



The Sniperdyne team is very responsive, always takes our calls and always provides great service.





# The Nomad erpCommerce Difference

In February 2014, Simple Green adopted the Nomad erpCommerce solution and began to expand its B2C offerings via its eCommerce website. Though much of its B2C business is via retail stores, the eCommerce website differentiates its product offerings by featuring product combinations and kits that are unavailable in stores. With the simple integration between ERP and the eCommerce platform, Simple Green has the ability to easily create these new items, product and pricing combinations without the need for duplicate and cumbersome manual entry.

With the reduction in manual order entry, reduction in human error and the ability to push product information from its ERP into its eCommerce site automatically, Brian estimates that Simple Green saves 8 - 10 hours of labor per month. Simple Green staff members are now able to shift their focus from administration to providing customers with more value-added services.

“ As we seek to grow our supply chain, distribution, operations and continue to grow our website, we found that we’ve outgrown our old ERP solution. But with Nomad, we don’t have to switch to a new eCommerce solution.



## Nomad advantages:

**Seamless integration with virtually any ERP:** Nomad eliminates the need for manual reentry and reduction in administration hours.

**Ability to scale with a new ERP system:** With Nomad, Simple Green can grow and transition to a new ERP system without having to change its eCommerce website.

## Optimized for new and combination product offerings:

Simple Green can create new product combinations within its ERP system and sell value-added kits that are otherwise not available in retail stores.

**Optimized for small to mid-sized businesses:** This allows Simple Green employees to focus more time on their other responsibilities and less time administrating their site.

**Improved customer experience:** Reduction in manual entry and human error means more accurate inventory, better shipping processes and resources dedicated to providing excellent customer service.





## A New Goal; A New ERP

With growth in its eCommerce business, retail business, supply chain and global partnerships, Simple Green is now transitioning to a new ERP solution. And because Nomad integrates with any ERP solution, Simple Green doesn't have to start from scratch with its eCommerce solution.

This is made possible through Nomad's use of APIs and ERP maps, which create a free flow of consistent and accurate information. Though traditional eCommerce solutions also employ APIs, the Nomad expertise lies in synchronizing and combining eCommerce data with ERP. This data includes customer information, pricing, discount information, item availability, products and quantities ordered, payment information, shipping information and more--automatically pushing information back and forth between ERP and eCommerce for accurate reflection of data without the need for duplicate entry.



## The Result

As Simple Green seeks to expand its operations and provide safe-to-use, non-toxic products to an increasing customer base, Brian and the staff at Simple Green continue to look to Nomad erpCommerce and the Sniperdyne team to support, enable and drive its growth through leading eCommerce technology.



## About Nomad erpCommerce

Nomad erpCommerce is a robust, easy-to-maintain, easy-to-design and easy-to-scale eCommerce solution that integrates with any ERP system.

Our team has designed and delivered superior eCommerce solutions integrated with ERP for 10 years with the goal of helping small to mid-sized manufacturers and distributors achieve efficiency and growth through technology.

**Want to learn how Nomad erpCommerce can help your organization achieve its growth goals? Call us at 855.225.6304 or visit [www.NomadeCommerce.com](http://www.NomadeCommerce.com).**



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