

# Brandfield connects critical applications and automates commerce with Celigo

**Customer**  
Brandfield

**Partner**  
Zangabee

**Segment**  
Online retailer in style products

**Product**  
Integrator.io with PeopleVox, Lightspeed, Buckaroo, MyKassa, Tradebyte, HTG  
Magento Integration App

## About Brandfield

Brandfield is a Dutch online retailer of style items with a presence in 10 European countries. Items include watches, jewelry, sunglasses, bags and purses. More than 16,000 different style items from over 200 well-known brands and lesser-known emerging brands. Brandfield prides itself in its unique collection and acknowledged excellent customer service.

## About Zangabee

ZangaBee is a Dutch NetSuite Solution Partner specializing in implementation, development, integration, and general consultancy. Zangabee has a track record of delivering complex ERP and CRM implementation and integrating them with many 3rd party applications.

## Background

In 2019, Brandfield planned for a NetSuite ERP Implementation. At the same time a new warehouse management system (WMS) PeopleVox had to be implemented. Celigo was selected as the strategic integration platform.

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As a fast-growing company in a volatile market, Brandfield must be able to respond quickly to new opportunities. Working with one integration platform is an essential part of our strategy. Celigo enables us to quickly establish new connections with new and existing partners, thereby contributing to Brandfield's growth and commercial objectives.

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— Anton de Gier  
Program Manager  
at Brandfield

 **BRANDFIELD**  
[www.brandfield.com](http://www.brandfield.com)

 **ZangaBee**  
[www.zangabee.com](http://www.zangabee.com)

## The Challenge

Brandfield needed NetSuite and PeopleVox, as well as existing ecommerce systems Magento and Lightspeed to be implemented within six months with Celigo integrating the applications. It was critical for all systems to be ready before the end-of-year peak by season. A dip in sales volume was unacceptable for the growing company.

The key users of these applications within Brandfield were new to both NetSuite and PeopleVox. This introduced the challenge of defining clear and concise integration requirements that would meet Brandfield's goals.

## The Solution

ZangaBee (NetSuite and Celigo partner) was mobilized to drive the Celigo integrations. An iterative implementation approach was used in which the first basic versions of the Celigo integrations allowed Brandfield users to build their understanding to get their head around the exact integration needs of Brandfield.

Good coordination amongst all involved parties allowed for a gradual and steady flow of feedback which allowed ZangaBee to enrich the Celigo integrations in multiple iterations. As a result, the program leadership was able to effectively maintain the right focus on the key functions that needed to be available for go-live.

One month ahead the start of the peak buying season (Black Friday), NetSuite, PeopleVox and Celigo went live. Because true production data always triggers the need for additional fine-tuning, the timely go-live allowed time for adjustments to be made.

## Bottom Line

The implementation of the new systems and their 24 integrations was considered a great success. Go-live was in time for the peak season. And Brandfield's peak season was well supported by the Celigo integrations.

In 2020, Brandfield kicked off new projects where Celigo is a key component as the strategic integration platform. Dropship business partner HTG are connected to NetSuite using Integrator.io. PSP provider Buckaroo has been connected to NetSuite, as well as Mykassa POS Tradebyte for feed management. Pay.nl will follow in 3Q. MessageBird and Feed management system ChannelEngine is being worked on in the second and third quarters



Celigo is instrumental in the Brandfield application landscape connecting business critical systems. Celigo supports a fast growing business and has not let us down during season peaks like Black Friday.

— Sebastian Monteban  
CEO  
at Brandfield



## About Celigo

Headquartered in San Mateo, Celigo is pioneering the future of application integration. The Celigo integrator.io is the next-generation iPaaS that allows you to quickly connect any cloud application, automating business processes and eliminating manual data entry and exports across applications.

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