



FXR Racing saves hundreds of hours by automating and streamlining processes with Celigo

Customer
FXR Racing

Segment
Apparel / Ecommerce

Product
Integrator.io with NuOrder, Picker, Nyce, 3PL, FTP
Shopify-NetSuite Integration App
CloudExtend Excel for NetSuite
NetSuite-NetSuite integration to move data across subsidiaries

About FXR Racing

FXR Racing is a Manitoba-based maker of high-performance apparel for competitive motocross and snowmobile racing. The company has built itself into a global supply chain leader and sees continued growth as it through its ever-expanding product line, with hundreds of different style jackets, pants, gloves, boots, headwear, and casual lines.

Background

FXR started its ecommerce operations on the Magento 1 Community platform. They had leveraged an agency to develop a custom integration between Magento 1 and NetSuite, but the custom integration constantly broke and required perpetual maintenance.

FXR had already been using Celigo's CloudExtend Excel for NetSuite and decided to see what else they could do with Celigo to automate processes between Magento 1 and NetSuite. That was the first of many integrations FXR would undertake with Celigo over the years.

The Solution

FXR had successfully implemented Celigo's Magento 1 - NetSuite Integration App that resolved many of the manual challenges they



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— John De Leon
NetSuite ERP Administrator
FXR Racing



Web Site
fxrracing.com/

had faced with their previous integration. However, the Magento 1 storefront wasn't meeting their needs, so the company decided to migrate to Shopify, and in the process, implement Celigo's Shopify-NetSuite Integration App at the same time.

"Our website was old and filled with patches and manual work, so we agreed that we need to re-platform," said John De Leon, NetSuite ERP Administrator at FXR Racing "And when we were putting the proposal together, the recommendation was Celigo, which we were already using."

The team quickly expanded into other integrations. Some of the company's large B2B orders were coming via NuOrder. The challenge was that NuOrder sends the entire catalog of over 65,000 SKUs and six different currencies every time it was updated. That meant that the previous update might still be running before a new one starts, causing orders to be skipped or go missing during the process.

FXR created an integration using Celigo between NuOrder and FTP. They then used Celigo to recognize the changes from the previous file and only update the delta inside of NetSuite, saving a lot of time in the process. "It was huge," said De Leon.

Next, the company was having significant issues with a global EDI provider, who didn't provide the flexibility and customization FXR needed to run their operations. They started by using Celigo to connect two European 3PLs, Picker and Nyce, using XML. "We went that route and went live in November, and that's been going well," said De Leon.

Finally, FXR leverages Celigo for NetSuite-NetSuite automations that typically are done via SuiteScript. "We use Celigo to automate item records with a field," said De Leon. "We also do it for intercompany transactions because all transactions for Europe go through our FXR Sweden first before being fulfilled by the local subsidiary."

Bottom Line

Starting with Celigo CloudExtend, through Magento, Shopify, and custom integrator.io flows with applications such as NuOrder, Picker, Nyce, 3PL, SQL, FTP, and NetSuite, Celigo has been the go-to automation solution for FXR for many years now. Because of FXR's focus on efficiency and automation, FXR was almost triple in size in a few years with a tiny operational team.

"Celigo made our processes more streamlined. When I first came to the company in 2016, building matrices and products was done manually, one at a time, one style at a time. Now, it takes less than four hours to create an entire collection," said De Leon. "Celigo is very flexible. It can adapt to anything. If you can build a saved search, you can automate it. For me, that's the best quality of Celigo."

Next, the company is starting an analytics and data warehousing project and will be leveraging Celigo to connect to a BI tool and SQL database.

"Everything has been excellent with Celigo," said De Leon. "We can't live without Celigo right now."



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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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