

# Quotebeam Integrates with Several ERP Systems and Solidifies Platform Strategy



## Quotebeam struggled to find answers to their ERP questions

### Overview

Quotebeam, a marketplace for automation parts, connects manufacturers with industrial distributors.

### Company Size

<\$10 mil in annual revenue

### Location

CA, USA

### Industry

Industrial Distribution

### Employees

<10

Quotebeam, a marketplace for automation parts, aggregates industrial parts from many manufacturers and provides them additional eCommerce channel without substantial technology investment from their side. Quotebeam's biggest value proposition is make the process as seamless as possible for both manufacturers, as well as distributors. And to provide this experience, their goal is to connect directly with their ERP systems.

Quotebeam engaged with ElevatiQ to get help on the platform and integration strategy as they navigated the complex ERP space.

## Executive Summary

Through ElevatiQ's expertise on multiple ERP, Quotebeam was able to formulate integration strategy around many different ERP systems including Epicor

Better Understanding of GTM Strategy

**Super Integration Architecture** ✓

**Insights on Platform Strategy** ✓

Help in Navigating ERP Ecosystems

Prophet 21 and NetSuite.

They had many different choices while exploring the ERP integration and the questions they might get from their customers around data sharing and financial control. Within few meetings, ElevatiQ team was able to help Quotebeam understand the data model of many different ERP systems.



I don't know anyone else who is as knowledgeable in the ERP space.

**Roman Piszcz**

CEO, Quotebeam

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## The Challenge

A marketplace for automation parts, Quotebeam, wanted to integrate with their customers' and partners' ERP system to provide them the seamless experience, without requiring technology or integration experience from their end.

They tried to work with freelancers and ERP vendors' support reps but were not happy with the support they had received. They also needed help in getting their customers' IT staff's questions answered as they closed their deals with their customers.

With the limited experience in the ERP space, they struggled to find answers if they could sign up for an ISV partnership, vs deploying directly on the customers' instances. As well as the tool selection and any legal implications around their go to market strategy.

### Dealing with ERP vendors' support didn't get Quotebeam the answers they needed.

- ✓ ERP vendor support = PDF links, no insights.
- ✓ Limited guidance on the platform design considerations.
- ✓ Multiple ERPs, more problems!
- ✓ Limited help to deal with customers' IT personnels

## The Solution

Through a series of meetings, ElevatiQ advised their executive teams on the who's who of the ERP space. And how to get traction from the ERP vendors if they wanted to explore an ISV partnership.

ElevatiQ team also helped them prioritize different ERP options and the products that would be relevant as far as their target industry and business model goes.

### What were different options explored?

Creating the integration architecture using an iPaaS. Building a native add-on on top of each ERP system. An option that allows distributors and manufacturers to share their login credentials with the platform and use it in the self-serve mode.

### Why were these options recommended?

Given Quotebeam's preference for control, they wanted to retain the knowledge within their team rather than handing over the development work to partners such as ElevatiQ. They also wanted to use a technology that was already familiar to them and didn't have any propriety lockups as would be with enterprise technologies such as iPaaS.

Also, there were challenges such as getting ISV partnership with each ERP system, which would have costed them thousands of dollars. So they chose to keep everything within their platform and integrate using APIs. Then the next challenge was to align their canonical model with each ERP's propriety data model.

#### Turn Around Time

**<1 hr**

For any design challenges with most ERP systems.

#### Success Rate

**>90%**

With the solutions provided to resolve the integration issues.

#### Opportunity Costs Savings

**>70%**

Reduced the time of internal team members including Quotebeam executives.

## Why It Was a Success

ElevatiQ’s deep expertise with multiple ERP systems in the industrial distribution space including Epicor Prophet 21, Infor CloudSuite Distribution SX.e, NetSuite, Acumatica, and SAP helped them navigate these ecosystems and explore their architectural options.

ElevatiQ’s familiarity with integration technologies such as EDI, API, and iPaaS helped them understand their options and the option that would provide them the most control they desired. As well as considering the amount of resistance from their customers with each option.

Finally, ElevatiQ’s hands-on expertise with different ERP systems’ APIs helped them create a canonical model and a technology architecture. As well as creating specific mapping of different interfaces and transactions and how they would impact their interactions.

### ElevatiQ’s depth with multiple ERP system and their connections helped Quotebeam with their go-to-market platform strategy.

Finally, ElevatiQ’s experience and domain expertise of industrial distribution space and business models helped them understand the relationship with customers and suppliers, how manufacturer part numbers would be used across the ecosystem, and how each party would be relating with it. Along with how the reconciliation and allocation would work as they negotiate terms with their customers.



Your notes and explanations are always incredibly as we resolve our ERP integration challenges.

**Andrew Khor**  
CTO, Quotebeam

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	As-is	To-be
 Improved understanding of multiple ERP systems	✗	✓
 Refined go-to-market and platform strategy	✗	✓
 Quotebeam’s preference of using their internal developers retained	✓	✓
 Delays due to poor support received from ERP vendors and freelancers	✓	✗
 Documented integration flows and different options available for integration	✗	✓

### About ElevatiQ

ElevatiQ is an independent ERP and digital transformation consulting firm, with the focus on ERP selection, contract negotiation, business process reengineering and design. As well as enterprise and multi-system architecture, growth enablement strategy and documentation, and business case development. Plus, business model transformation strategy, change management, ERP project recoveries, ERP project management, and ERP implementations. With over 1000 ERP selection engagements and over 200 successful ERP implementations, ElevatiQ is uniquely positioned to build the digital process architecture for the next phase of your growth.

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