Magic xpi for Manufacturing

Integration Scenarios and Use Cases

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RATIONAL AG uses Magic xpi to digitize sales, marketing, and customer success processes

"Everything we do is geared towards customer benefit. Thanks to the seamless Salesforce-SAP integration with Magic xpi, we now have a uniform customer database and can fully map our customers' customer journeys. The great flexibility of Magic xpi put us in a position to achieve the results we set out to achieve very quickly."

Christoph Ordner
Director Customer
Experience Management

COMPANY

Global leader in thermal food preparation, creating over 140 million dishes daily.

CHALLENGE

Automate and digitize the autonomous systems and databases being used by the sales, marketing, after-sales & services teams.

RESULTS

- Single, central customer database
- Easy mapping of customer journeys from one platform
- Superior customer experience
- Fast & accurate response to customer requests

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Bender GmbH & Co.
uses Magic xpi to digitize back office

COMPANY

Global market leader for electrical safety solutions with two production sites in Germany, 900 employees worldwide, and 70+ representatives in 16 countries.

CHALLENGE

Establishing an agile and digitized corporate structure to meet growing customer demands for secure power supplies.

RESULTS

- Increased efficiency with automated business processes and workflows
- Seamless integration with SAP, Salesforce and SharePoint applications
- Employee app for mobile time recording
- Elimination of manual programming and interface development

"

Magic xpi is a strategic integration platform of central importance for our company. With its flexibility and versatility, Magic significantly supports the digital change in our business areas.

"

Oliver Böhmer
CIO

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HÖRMANN

Hörmann KG uses Magic xpi to modernize complex and heterogeneous IT landscape

COMPANY

Europe's leading supplier of doors and gates, with 36 plants worldwide, 6,000+ employees, 100+ sales locations in 40+ countries, and sales partners in over 50 other countries.

CHALLENGE

Create a modern IT system landscape and efficient workflows for employees, based on unification of existing legacy ERP systems on IBM i (AS 400) companywide and establishing an SAP S/4HANA landscape in the long-term.

RESULTS

- Increased efficiency through the use of Magic xpi to integrate and operate data flows for business processes between all internal and external systems
- Synchronization of all communication-relevant data, including master data, data for order entry/ creation, delivery bills and export, inventory management, factoring, financial accounting and travel expenses

"The comprehensible logic and high transparency of Magic xpi enabled us to familiarize ourselves quickly and act independently. Magic's great commitment and fast response time impressed us very much, as did their profound knowledge of affected systems and interfaces.

Markus Daßmann
Head of SAP Application Management

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Segafredo Zanetti France uses Magic xpi to keep ERP system updated

COMPANY

A major subsidiary of coffee giant, Massimo Zanetti Beverage Group.

CHALLENGE

Digitally transform retail sales and distribution processes to increase sales and improve operational efficiency and customer service.

RESULTS

- Mobile, direct store delivery app that integrates SAP Business One with ERP system
- Digitalization of retail sales and distribution processes
- Increased sales through impulse purchases
- Up-to-date inventory and sales data - ERP system updated according to real-time delivery, inventory, and invoicing transactions
- Greater operational efficiency and improved customer service

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"We are very satisfied with the app. The agile collaboration and efficiency of the entire team, including Danem and Magic, enabled the project to be delivered on time and within budget.

Jean-Francis Caharel
Project Director

CHRISTOFLE
PARIS

Christofle uses Magic xpi to improve customer experience and modernize business processes

COMPANY

High-end goldsmith and tableware company specializing in exceptional table art, refined jewelry and home accessories since 1830.

CHALLENGE

Align the organization with digital transformation trends and improve the quality of customer experience in online transactions.

RESULTS

- High-end customer experience & service that attracts customers
- Online data synchronization improving efficiency & accuracy, and reducing errors
- Personalized customer campaigns based on trends and behaviors
- Better and simpler management of store inventories worldwide
- Elimination of costly and time-consuming in-house development cycles

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To perfect the relationship with our customers and satisfy a high level of requirement, we had to improve the communication between our businesses!

Caroline Roy
Chief Information and Technology Officer

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Michelman Inc. uses Magic xpi for smart & flexible JD Edwards integration

COMPANY

Global developer and manufacturer of environmentally-friendly advanced materials for coatings, printing & packaging, and fibers & composites markets, with production facilities in North America, Europe and Asia.

CHALLENGE

Automate repetitive, time-consuming and error-prone data entry, streamline the effectiveness of sales with real-time integration between their JD Edwards ERP and Salesforce CRM, and leverage new features in JD Edwards.

RESULTS

- Better operational efficiency, saving 60+ hours per week & increasing data accuracy by 50%
- Improved consistency across platforms and visibility of product quality
- Easy tracking of possible future revenue
- More accurate and reliable data from a single point of truth for all data and business processes
- Elimination of manual, time-consuming data-entry

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We were highly impressed with Magic's proven experience in the JD Edwards community. They have an uncanny ability to easily use new features in the JD Edwards Orchestrator to work seamlessly with their integration platform. This powerful combination will enable us to constantly innovate and create future integrations with ease while saving valuable time and resources.

Trisha Muir
ERP Manager

Koos Manufacturing, Inc.

Koos Manufacturing uses Magic xpi to optimize operational efficiency & data integrity

We found that Magic xpi provided us with a reliable, robust and agile solution that is easy to support and scale up. The ease of use within Magic xpi's code- free environment made the complexity of our business process integration easier to architect and implement.

Soo-Jin Behrstock
CIO

COMPANY

Premier denim jeans designer, manufacturer and distributor employing 2000+ personnel in two sites (California and Mexico).

CHALLENGE

Integrate data from many different legacy systems into JD Edwards platform, improve customer service and operational efficiency, and automate processes across eCommerce and ERP systems.

RESULTS

- Optimal, real-time, 360-degree customer order transparency, including order status
- One system that is a single point of truth and ensures data integrity throughout
- Online data synchronization improving efficiency & accuracy, and reducing errors
- More accurate and reliable customer activity data
- Elimination of costly and time-consuming in-house development cycles
- Opportunity to venture into new business areas, such as growing eCommerce and B2B

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CHRISTIE®

Christie Digital uses Magic xpi to streamline business processes

COMPANY

Global audiovisual, content management, and image processing technologies company with 1,400+ personnel around the world.

CHALLENGE

Connect multiple Oracle ecosystems - including JD Edwards, Agile PLM, & Fusion CRM - and Microsoft SharePoint, to improve cross-platform consistency, streamline business processes and increase operational efficiency and performance.

RESULTS

- Single point of truth for all data and business processes
- Improved consistency across platforms
- Streamlined business processes
- More accurate and reliable activity data
- Elimination of costly and time-consuming in-house development cycles

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"

Our selection of Magic xpi Integration Platform represents our confidence in Magic's promise of smarter technology for business process integration across multiple enterprise systems. Magic's collaborative working style enhances the value of their technology, making them an ideal provider for integrating our ERP, CRM, PLM and SharePoint systems.

"

David Hsieh
Senior Director of Global Information Systems

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Orangina Schweppes uses Magic xpi to support growing application integration needs

COMPANY

Beverage and food manufacturer with business units across Europe.

CHALLENGE

Replace existing ETL (extract, transform, load) tool with an easy-to-use, stable and cost-effective EAI tool to integrate distribution processes across Salesforce CRM, SAP ERP, Supply Chain Management (SCM), HR and third-party systems.

RESULTS

- One centralized software solution for European operations
- Initial project completed in 1 month using Magic xpi's prebuilt and certified connectors for Salesforce and SAP integration
- Main project delivered on-time (in 96 days over 8 months) with zero production incidents

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Magic xpi Integration Platform's high productivity and reliability proved to be perfectly suited to our requirements. Its drag & drop and configure business-user orientation enabled us to go fast without making mistakes. As a result, Magic xpi is now used as a centralized platform for all application integrations in all Suntory Beverage & Food Europe business units.

Thierry Serra
IT FO/CRM Application
Domain Leader for Europe

ALBÉA
packaging and more

Albéa Packaging uses Magic xpi for better visibility, efficiency and customer satisfaction

COMPANY

Manufacturer of the world's largest range of beauty and personal care packaging.

CHALLENGE

Achieve clearer visibility into customers consumption patterns in order to efficiently coordinate production across multiple sites.

RESULTS

- One common data model across multiple business applications
- Visibility and easy access of data for all stakeholders
- Improvement in sales performance and production capacity
- 360-degree visibility into customer data, and customer MDM
- Efficient data integration throughout the enterprise

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First tested on an initial CRM-ERP integration project, we quickly noticed the great efficiency of the Magic xpi platform. The gains in development and deployment agility enabled us to extend the tool to other more strategic projects, including Customer MDM. The need to harmonize integration projects reinforced our decision to generalize the platform.

Hubert Cariou
CIO

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Zazen Water uses Magic xpi to improve efficiency and automation

COMPANY

Australian producer of alkaline water systems, shower filters, and replacement parts.

CHALLENGE

Overcome manual, back-office processes causing inefficiencies, delays, and errors, as well as improve the finished product shipment and delivery process.

RESULTS

- Automation of the end-to-end sales order process
- Integration of core business systems: eCommerce portal, CRM and delivery
- Automation of online orders, improving overall efficiency and meeting daily delivery deadlines

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As a SME, the use of Magic xpi provides us a scalable robust strategic platform for growth and competitive advantage through automation. The ability to integrate complex systems simply and rapidly without any internal technical expertise speaks for itself, helping transform our company for future growth.

Janet Parker
CEO & Co- Founder

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Resil Chemicals uses Magic xpa & Magic xpi to streamline manufacturing processes

COMPANY

One of the largest manufacturers of silicone-based products in Asia.
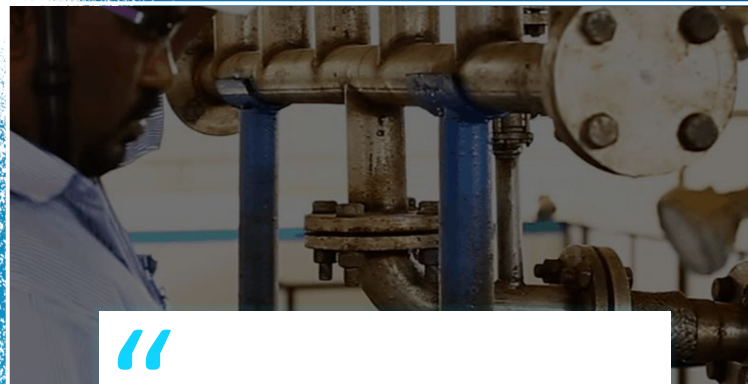
CHALLENGE

Integrate company data across multiple manufacturing plants, sales offices and branches to improve communication between remote locations and integrate CRM and complex production and operation processes with the ERP system.

RESULTS

- Reliable, accurate data available 24/7
- All data synchronized with core SAP Business One ERP system
- Lean and more efficient manufacturing processes, with a high ROI

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"Magic's easy-to-use software allowed for a fast, simple, reliable and cost-efficient implementation, resulting in a very good ROI for our organization. Magic's very short development and deployment cycles, increased our efficiency and sped up our ability to quickly find solutions to our challenges, including the accurate and real-time exchange of data across our multiple sites."

Ganesh Srinivasan
CEO

Integration Platform

A single platform for dynamic, limitless connectivity
With a code-free, low maintenance approach, Magic xpi integrates all your business systems on the cloud, on-premises or in hybrid deployments, enabling you to maximize its opportunities.

It's All About Your Connections
With 100+ pre-built connectors, you'll be able to easily connect apps, databases, APIs, platforms and more in the cloud and on-premise, maximizing the potential of your third-party technologies and delivering a 360° vision of your business.

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SUGARCRM.
Google
SharePoint
salesforce
Microsoft Dynamics
servicemax
SAP
IBM
Connector Builder

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