

eCommerce Case Study: Amplify

Salesforce Connector



OBJECTIVE

- ▶ Find an eCommerce system that integrates with Salesforce and meets strict security and legal requirements with a branded shopping experience

SOLUTION

- ▶ Implement Nexternal's eCommerce Connector with Salesforce and provide own PCI compliance

BENEFITS

- ▶ Visibility into operations through Salesforce
- ▶ Include a wider base of customers
- ▶ Convenient and easy to use

BACKGROUND

Amplify is a company that is passionate about improving the educational process and its results for teachers and students alike. The company offers data-driven educational curriculum and assessment products for K-12 educators, including tablets, software, and corresponding innovative teaching methodologies. Amplify is built on the foundation of Wireless Generation, and is an independent subsidiary of News Corporation.

BEFORE THE INTEGRATION

Amplify had been selling its educational products successfully via offline channels for approximately ten years, already reaching more than 200,000 educators and 3 million students in all 50 states before deciding to open up an online store. Careful analysis of their sales data revealed the need for educators to be able to get the materials they needed in a more readily available environment, and through a more automated distribution of these products. Amplify viewed the creation of an inline store as an opportunity to speed up the sales cycle, and likely increase customer satisfaction in the process, as teachers would be able to shop at their convenience without the involvement of a professional sales representative.

CHALLENGE

One of the biggest challenges for Amplify was finding an eCommerce system that integrates easily with Salesforce.com. Salesforce is, and has been for years, a vital foundation of Amplify's overall service operations, and an eCommerce operation would need to fit into this picture as if it were innate. Amplify considered three major options - buy a system, build a system, or do a combination. With the time considerations as one factor, Amplify was leaning towards more of an "out of the box" solution with customization options. In addition to the Salesforce requirement, the eCommerce system needed to meet strict security and legal requirements, and provide its own PCI

compliance, while offering backend visibility, order management, and reporting. A branded shopping experience, with a seamless appearance to clients, was also imperative.

PROCESS

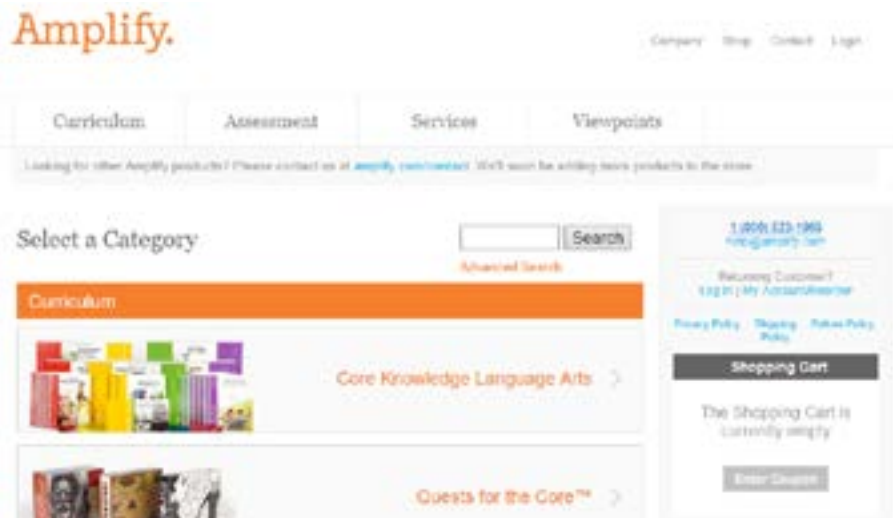
After a thorough eCommerce research process, including speaking with representatives and clients of many different eCommerce systems, as well as rigorous security and legal evaluations, Amplify decided that Nexternal would be the best eCommerce option to suit their needs. Within a week of initial signup, the store design was complete. Amplify's Ellen Herrera, Director of Service Operations, worked hand-in-hand with her dedicated Nexternal Account Manager on what she says was a "piece of cake" activation and basic setup of her Nexternal store. "The eCommerce Connector," she says, "was extremely easy to set up, and with the push of a button, we were able to pull data into Salesforce." Once the data was flowing into Salesforce, Ms. Herrera utilized her technical skills, as she worked within the Salesforce environment to customize the integration to suit Amplify's needs, creating a cohesive system flow.

RESULT

Amplify is very happy with the results of their eCommerce initiative. "There has been no downside to doing this," said Ms. Herrera. The Nexternal eCommerce Connector has been working perfectly and Amplify has excellent visibility into their entire operations via Salesforce. In addition, Amplify was very pleased that this project enabled them to easily include a wider base of customers. Solely through word of mouth referrals, educators have been discovering Amplify's online store, and Amplify has been delighted to share its innovative products beyond the traditional sales avenues. Amplify is growing, and the online shopping experience is one more way the company is bringing its products to customers in a convenient, easy-to-use model.

"The eCommerce Connector was extremely easy to set up, and with the push of a button, we were able to pull data into Salesforce."

– Ellen Herrera
Director of Service Operations



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