

## CHANNELADVISOR

ChannelAdvisor provides cloud-based, e-commerce software solutions to over 2,870 retail and manufacturing customers worldwide across more than 100 e-commerce channels.

**Industry: High tech, Retail (e-commerce)**

“From an administrative perspective, it’s extremely important to have the ability to handle managements’ requests, pull in the right data, and not keep them waiting on us to meet new demands. With the CallidusCloud integrations tool, we can make the changes we need quickly and easily, without IT intervention.”



**Adam Martin**

Business Systems Analyst, Business

### PRODUCT

CallidusCloud Connect Enterprise,  
CallidusCloud Commissions

### VALUE

Ability to quickly and easily modify and customize existing integrations to commissions system or add new integrations as needed

channeladvisor®

## ChannelAdvisor Drastically Reduces Month-End Reporting with Connect Enterprise

Find out how ChannelAdvisor automated bidirectional integration with CRM and now manages its own integration changes.

[Learn about CallidusCloud Commissions](#)

### Challenge:

ChannelAdvisor’s CallidusCloud Commissions system integrated with a third party CRM, but the integration was not as dynamic as desired. For one, it was not bidirectional; data in Commissions could not automatically be fed into the CRM and also had to wait until month-end to run up-to-date status reports, which took an hour just to run. In addition, each time changes to reports were needed, they had to submit a request to IT. The company desired an easier, self-service way to manage integrations, both for the CRM integration and for future integrations with other systems.

### Solution:

ChannelAdvisor replaced its integration tool with CallidusCloud Connect Enterprise. Within a few weeks, the company had ported all the rules from the previous integration tool to Connect Enterprise. Since then, the administrative team has been able to make its own integration-related changes via a web-based, user-friendly UI—pointing and clicking, dragging and dropping, no backend tinkering or scripting—without IT intervention. It also set up automatic and more frequent reporting. The month-end report can now run anytime and takes less than three minutes. Visibility and monitoring is now real-time. Best of all, administration can now respond quickly to meet future business requirements, with CRM or other integrated systems.



**Transformed**  
to meet business requirements



**Eliminated**  
need for IT intervention



**Slashed**  
report time from an hour to 3 mins