

LifeCORE Fitness Closes Gap Between Bigcommerce and NetSuite with Solution from eBridge Connections

Looking to streamline processes, maintain low overhead costs and maximize profits, LifeCORE Fitness selected eBridge Connections to deliver an automated integration solution and eliminate their manual data entry challenges.



The Situation: Inefficient Use of Admin Resources

When faced with the daily task of re-keying online orders into their ERP system and shipment notifications into their shopping cart software, LifeCORE Fitness was simply getting bogged down. “All of our order processing was being handled manually except for the customer placing the order,” said Eric Marquardt, Manager of Operations. Countless admin hours were being spent on data entry and customers were left waiting for updates on their orders.

The Solution: Automate Online Order Processing

LifeCORE Fitness discovered eBridge Connections as a reputable integration solution provider via their relationship with NetSuite. With the offer of a competitively priced solution that could also integrate with Bigcommerce, there was a great fit.



The eBridge Connections Professional Services team first configured its adapter for LifeCORE's NetSuite ERP application and connected it with their Bigcommerce storefront via a pre-built connector. The solution was configured to automatically retrieve orders from Bigcommerce and post them into NetSuite. In the other direction, the export of shipment updates (including tracking numbers) was also automated.

The integration solution from eBridge Connections enabled LifeCORE Fitness to further streamline their operations and empower their workforce. “We were able to shift the burden of labor on data entry to other priorities. Instead of spending hour upon hour on data entry, we’re leveraging the same resources to effectively increase our sales efforts,” said Marquardt.

Integration Touch Points

- Orders from Bigcommerce into NetSuite ERP
- Shipment Updates from NetSuite ERP into Bigcommerce

What would you say to other businesses considering eBridge Connections?

“If your business is at a point where you are doing a lot of manual data entry and you need automate processes, I would definitely recommend looking at eBridge Connections. Even with a recent increase in sales volume, the solution provided by eBridge has effectively handled all of our online orders,” said Marquardt. “Now that we have an integration solution in place, I can’t imagine operating without it.”

About LifeCORE Fitness

LifeCORE Fitness is a leading fitness equipment designer and manufacturer located in Carlsbad, California comprised of the brands LifeCORE, Diamondback, and Assault Fitness Products. Each specialty brand serves a different sector of the fitness industry; LifeCORE and Diamondback offer outstanding selections of ellipticals, upright and recumbent bikes, and rowing machines while Assault Fitness Products specializes in air bikes. LifeCORE Fitness settles for nothing less than the highest quality equipment that is effective, easy to use, and an excellent value.

About eBridge Connections

eBridge Connections delivers powerful, cloud-based ERP and accounting integration solutions that automate vital business processes and eliminate the need for manual data entry. The eBridge universal integration platform supports over 30 ERP and accounting systems including products from Microsoft, Sage, SAP, NetSuite, and Epicor. With connections to the leading eCommerce and CRM applications, plus hundreds of EDI trading partners, eBridge Connections has become the integration platform of choice for businesses worldwide.