

# CASE STUDY BLACKHEART



BlackHeart Pty Ltd ([www.blackheart.com.au](http://www.blackheart.com.au)) is one of the leading adventure racing and action goods companies in Australia. They have a retail shop at Holsworthy Army Barracks and also shops at Brookvale and Mosman. Their website receives a large volume of traffic from both Defence personnel and a multitude of outdoor adventure enthusiasts.

## THE CHALLENGE

To eliminate manual processing of website sales by integrating X-Cart eCommerce software and MYOB Premier Enterprise. The requirement of this solution was also to support Blackheart's complex discount and pricing matrix for its diverse range of customer types. These include government departments, companies, sporting organisations and organisers of promotional events.

## THE SOLUTION

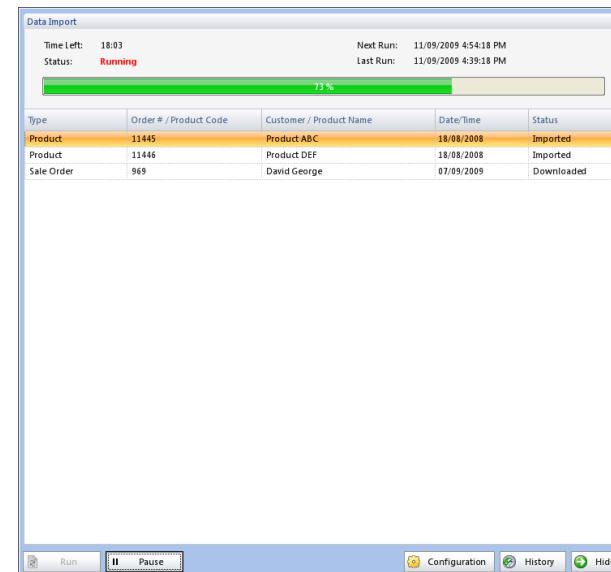
Blackheart selected Innovent to build an integrated and automated solution which included the following features and managed the following data transfer to MYOB:

- Inventory Item creation and updates
- Customer creation and updates
- Sale Orders, Sale Discounts and Payments
- Secure gateway from the X-Cart eCommerce software to the integration application
- Error Handling
- Export History Reporting

## THE RESULT

The requirement no longer exists for Blackheart to manually enter any of the information captured from the X-Cart eCommerce software into MYOB Premier Enterprise. All of the information is downloaded and validated from the website into MYOB through the integration solution on a user defined basis.

Innovent's solution has eliminated all double handling and data entry. Blackheart and their customers now have access to a fast, reliable, robust business tool.



## TECHNOLOGY

Microsoft .NET Framework 3.5, X-Cart, and MYOB Premier Enterprise.

## MORE INFORMATION

If you would like more information regarding this solution or would like to discuss the requirements for your project please feel free to contact us on:

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