

Elite Clocks automates data extraction and online database updation



CASE HIGHLIGHTS

Profiled Organization: Elite Clocks

Challenge: Elite Clocks needed to capture accurately specific product data from manufacturers' sites and update the online inventory database in a consistent, cost effective and timely manner.

Solution: Automation Anywhere's SMART Web extraction tool intelligently extracts the required product data from the manufacturer's site from the Internet and then updates the company's online inventory database.

Benefits: By automating tasks and using Automation Anywhere's advanced web recorder, Elite Clocks has saved on countless man hours, reduction in errors and increased efficiency and accuracy in data extraction and updation of online database.

"The user interface looked very interesting and appealing to me and it looked like someone had really thought through the user interface and that made me more interested in the software."

- Randall Cochran – Web Developer

BACKGROUND

Elite Clocks was conceived in 1999 by the collaborative efforts of 3 businessmen to provide the world's finest clocks and related products at deep discounts. The mission of the company is simple – to combine the finest product with unmatched online and personal service.

To fulfill its mission, the company needed timely and error free extraction of data from online sources and up to date inventory.

BUSINESS ISSUE

To provide the best service the company was faced with a challenge of visiting the manufacturers' sites and download data to upload in their online inventory database. This included downloading product data like product name, description, product code, sku number, product dimensions, categories and sub-categories for every product. Some of the manual tasks were:

- Tracking changes on various manufacturers' sites
- Extracting product data like product name, description, product code, sku number, product dimensions categories and sub-categories for every product.
- Copy and paste the downloaded data to their online inventory.

Elite Clocks were manually downloading data and uploading it to their online inventory software. This resulted in lot of mistakes. Their in-house program for automatically downloading data was unsuccessful and error prone. As a result of which our inventory was not updated since a long time. Elite Clocks faced a challenge to find a solution that was easy to use and able to extract data from public websites automatically, update inventory online and reduce human errors and save time thus increase profits.

SOLUTION

Using Automation Anywhere, Elite Clocks was able to extract data from the web automatically and update it to their online inventory database.

Automation Anywhere's consultants created a scraping project that retrieved all the product information from the manufactures' website in the required format in an Excel file. The Excel file was then converted into text file and uploaded to Elite Clocks online database to update the inventory.

Automation Anywhere's data transfer capability allows downloads of data files, decrypts them and finally transforms the data to meet with system requirements. On an ongoing basis, it allows the freedom of editing & scheduling these downloads, enabling them to react to changes in the market.

Automation Anywhere saved Elite Clocks loads of time as it took only a day to update inventory which otherwise took nearly a week to update when done manually.

BENEFITS

Using Automation Anywhere, Elite Clocks easily setup automated web data extraction. Today, Elite Clocks lists the following ongoing benefits of Automation Anywhere:

- Automation Anywhere has reduced human errors by removing human intervention.
- Elite Clocks is able to compete with its competitors as it is able to keep its inventory up to date.
- Better response time to database updates. Better response time to database updates.
- Saves Elite Clocks up to \$1500 per month as a direct result of automation and less human intervention.

In the past, Elite Clocks spent a large part of their employee time and resources in downloading information from the web and updating its inventory. Now this activity takes only a day every week.

Realizing their business goals and at the same time saving man hours and resources as well as money leaves Elite Clocks management to concentrate on other aspects of business and expand its business potential aided with Automation Anywhere.

If you found this case study useful, we invite you to discover how Automation Anywhere can give your business an edge – visit www.AutomationAnywhere.com

“The scraping project is a monthly event and it easily saves us about \$1500 per month. The price of the software and services from Tethys Solutions was paid off in the first month itself.”

- Randall Cochran – Web Developer



PRODUCT INFORMATION: AUTOMATION ANYWHERE

Automation Anywhere is an intelligent automation software for business & IT tasks. No programming required. Enterprise license includes state of the art drag and drop automation, remote deployment, Visualizer, Workflow designer, image recognition and many more features. Free trial available. Read more about this product at <http://www.AutomationAnywhere.com> or call our sales hotline +1-888-484-3535.