

Case Story

A photograph showing the silhouettes of three runners in motion on a paved path. The scene is backlit by a bright sun, creating a strong glow and long shadows. The background shows a clear blue sky and some distant structures.

# Movella Is Animated with Rapidi

“*Rapidi is intuitive. It’s good value for the money.*”  
Jeroen Weijts, Senior Operations Manager, Movella

Movella has been tracking motion since 2000, when two Dutch university graduates, had a vision of a company designing tiny sensors to measure the performance of athletes. They recognized that sensor hardware alone does not provide a complete solution, algorithms to integrate the measurements into a complete view of motion are also needed.

This has led to exciting developments over almost two decades, including the use of motion capture suits, clothing that is loaded with small and robust motion sensors, to assist with animation by allowing an outline of fluid human motion to be transferred in real-time to an animated character.

The company has grown into a global supplier, with offices in the Netherlands, in the USA near Hollywood and in Hong Kong. In 2016 the company was acquired by mCube in San Jose.



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*Jeroen Weijts, Senior Operations Manager, Movella*

## A Decade of Experience with Rapidi

Movella has been using Rapidi for ten years, so the company is a seasoned user, not a new adoptee.

Jeroen Weijts, Senior Operations Manager, Movella notes that some companies choose single-vendor solutions for their ERP and CRM needs, such as SAP. But, he says, “although they are powerful, they are much more expensive, and less flexible. We have been very happy with our combination of NAV and Salesforce, connected by Rapidi, and have had no need to change to a completely different architecture.”

The basic processes in the system were not going to change. Weijts describes how it works, “Most of our information flows from NAV to Salesforce, to give our sales team a 360 degree view of the customer. They want to know about the status of orders and payments, as well as historical sales information.” This means that Products, Quotes, Orders, Payment and Sales History are transmitted to Salesforce when they change, with Accounts being synchronized in both directions. Contacts are not synchronized, because most of them are related just to the sales process.

When Movella decided to upgrade to a newer version of NAV (2018), the upgrade had a ripple effect, leading to changes in the Salesforce implementation, based on new NAV capabilities, as well as changing business needs. And, of course, Rapidi is in the middle. Because changes were going to be needed, Weijts notes that they also took this opportunity to upgrade from C/Front to the interface based on NAV Web Services. “We made the decision to upgrade to NAV 2018 in August of 2018, and by November we were live”, recalls Weijts.



## Support from Rapidi

There was no time to lose with this tight schedule and, with most internal resources focused on NAV 2018, it was especially important that Rapidi was involved in supporting the project. Weijts again, “We had good support from Rapidi’s team. They were critical in helping us with the changes needed with the new web interface, and they reserved time for us when we went live, to make sure that any problems at this critical time could be resolved quickly. In the end, the most significant issues were just fine-tuning schedules, to make sure that the data was synchronized in a timely and efficient manner.”

“One of the things we like about Rapidi”, says Weijts, “is that it is intuitive when designing schedules. And we also love the visibility that it provides, that assists us when a problem does occur. If a schedule gets stuck, we can go into the log, see what and where the error is, quickly fix it, and then things will go back to normal for a long time.”



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## Reflections on a Successful Implementation

Weijts is uniquely placed to reflect on their recent upgrade process, because he was at Movella 10 years ago when the original decision was made to implement Salesforce and connect it with Rapidi. Although they did look at other connectors, he remembers Rapidi standing out as the best, and that it only took 2 or 3 weeks before they had Salesforce and NAV connected. He had no idea then, that a system that was so easy to implement would run without major changes for ten years, which is an eon in the rapidly changing world of software.

“Rapidi proved its worth to us over a decade, and I would definitely recommend it to other companies. In fact I recently did just that to a colleague. It is excellent value for the money, it works, and Rapidi service is good. It’s a success story.”

Asked about advice for companies implementing Rapidi for the first time Weijts pauses, and then answers, “Set the right expectations, plan ahead and then the actual implementation should be painless.”



## About Movella

Movella is a leader and innovator in the field of 3D motion tracking technology and products. Its sensor fusion technologies enable a seamless interaction between the physical and the digital world in consumer devices and professional applications such as 3D character animation, motion analysis, and industrial control & stabilization.

Find out more about the company at [www.movella.com](http://www.movella.com)



## About RAPIDI

Data integration doesn't have to be confusing or complicated. It can be simple and stress-free. At RAPIDI, we are your go-to data integration experts with over 20 years of experience. We apply it to ensure your data integration project runs smoothly. RAPIDI uses cutting-edge technology to provide data integration solutions that are fast yet flexible, simple, robust and secure. We have perfected our blend of human and technical skills to provide you with an unrivalled committed, caring and personal customer service experience. We believe these things are just as important as the technology we use so let us take the stress out of your data integration. RAPIDI is a privately-owned company with offices in Andorra, France, Spain & Macedonia.

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