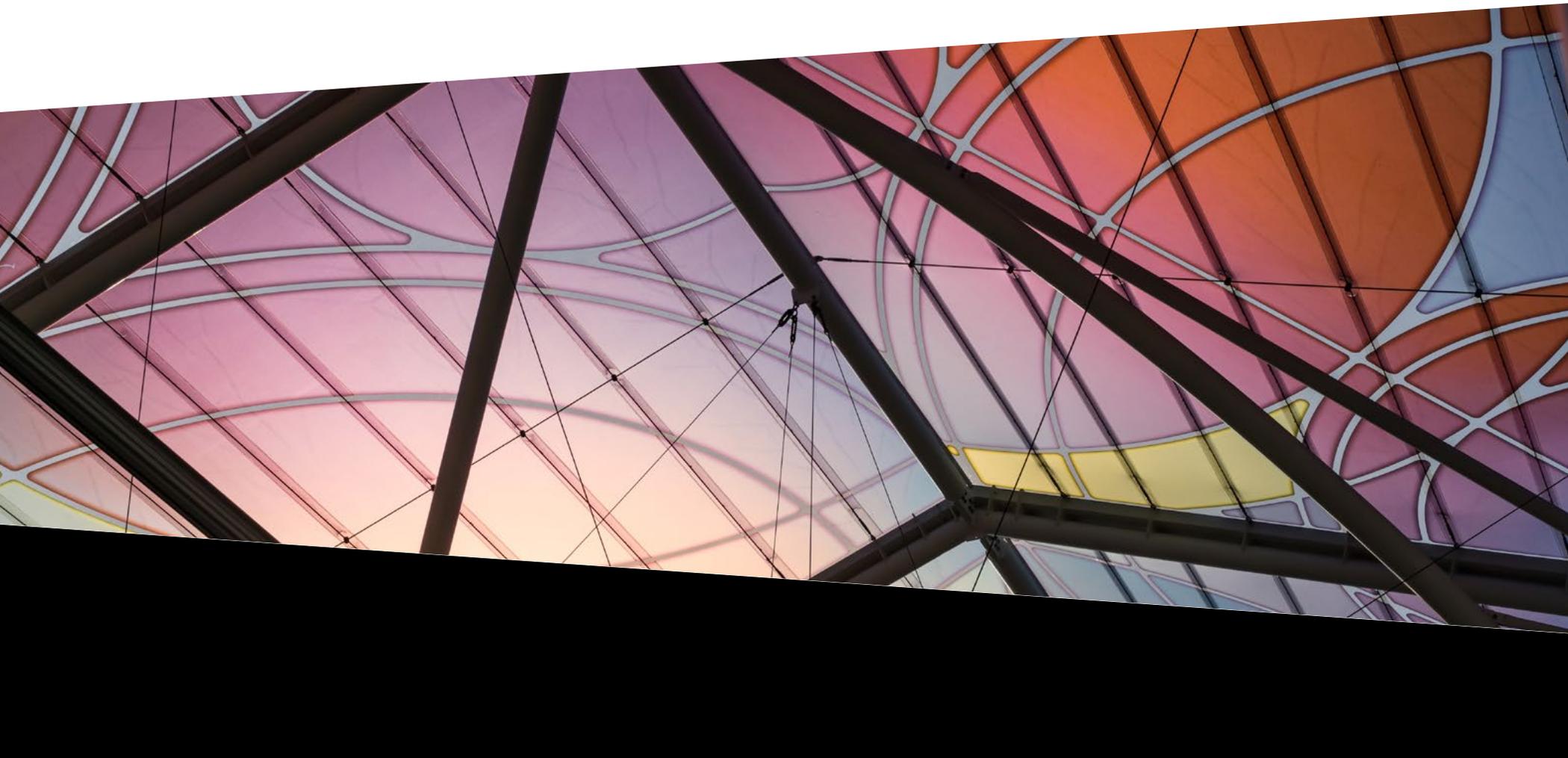


# ERP and Commerce Integration Wins

How 4 merchants grew fast and won big by integrating Microsoft Dynamics with Magento Commerce.

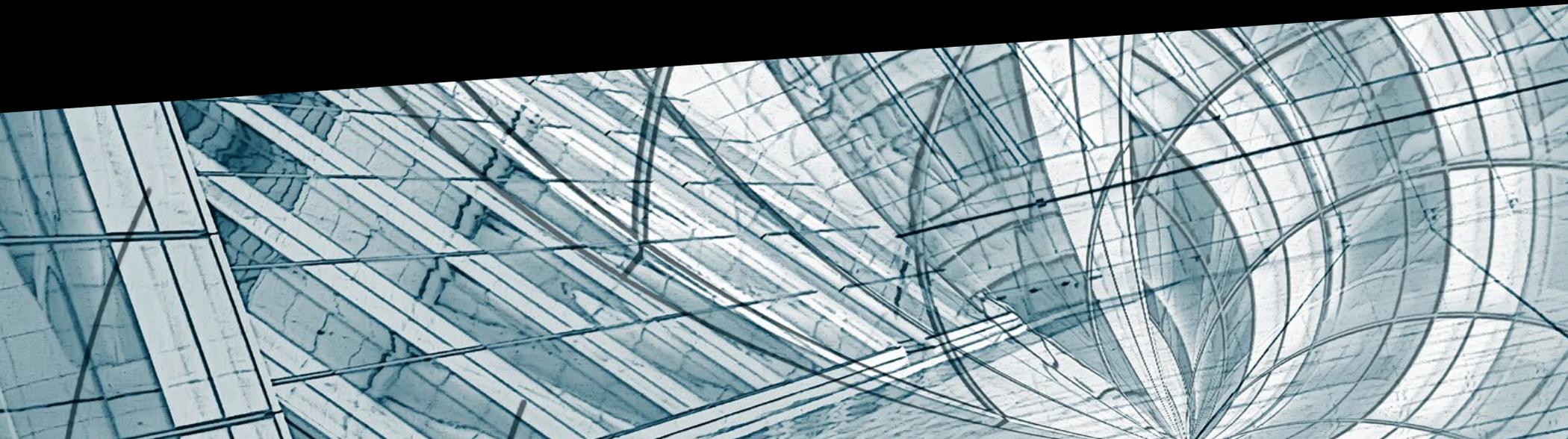


# Just the thought of a systems integration project makes some merchants nervous.

Downtime, delays, and cost overruns are all known risks. And that's especially true when you're connecting business-critical systems, like Microsoft Dynamics ERP and a new online commerce platform. That's why it's important to choose a commerce platform built to work with Microsoft Dynamics—and a partner with lots of enterprise resource planning (ERP)-commerce integration experience.

Microsoft Dynamics is one of the most flexible ERP platforms used by retailers and wholesalers. And many Microsoft Dynamics users choose Magento Commerce because it lets them create a truly unique brand experience that works seamlessly with their ERP. Plus, you can choose from more than 350 Magento solution partners to plan your integration and help design your store.

This eBook looks at how 4 merchants worked with Magento partners to integrate Magento Commerce with their Microsoft Dynamics ERP.



## 5 REASONS TO INTEGRATE MICROSOFT DYNAMICS WITH MAGENTO COMMERCE.

Some businesses run Microsoft Dynamics and Magento Commerce side by side, using manual processes to move data from one system to the other. But this approach can be both time-consuming and expensive.

By integrating Microsoft Dynamics and Magento, you can:



**Eliminate** manual data entry and related human error



**Accelerate** processes that require data from both systems



**Ensure** product listings include the latest and most accurate information



**Give** customers visibility into purchases made online and in store



**Gain** insights into your overall business performance, including eCommerce, direct sales, in store, and other channels



Case study

## Structube tripled online orders practically overnight with Ship-to-Store.

# Absolunet

**Canadian furniture powerhouse Structube replaced their obsolete POS and management system with a modern POS and fully integrated Magento environment.**

### **The challenge: deliver a real omnichannel experience.**

Structube's operations were being dragged down by an outdated point-of-sale (POS) and management system. Without real-time information updates across operations, Structube was unable to offer a truly omnichannel experience with elements like speedy fulfillment or the option to buy online and pick up in store.

### **The solution: Microsoft Dynamics + Magento Commerce.**

So Structube, with Absolunet, created an 18-month roadmap to massive ROI. They ditched their POS and management system and integrated their new POS system and Microsoft Dynamics ERP environment with the Magento platform.

Structube chose these technologies to meet their goals:

- eCommerce platform: Magento
- POS system
- Enterprise resource planning (ERP): Microsoft Dynamics NAV
- Email marketing: dotdigital
- Search platform: Mirasvit Sphinx Search

### **The results: higher revenues + more customers.**

Streamlining the back end and inventory management has made a world of difference. Structube tripled online orders when they activated Ship-to-Store. It seems customers would rather pick up their big purchases on their own terms instead of waiting (and paying) for delivery. Another exciting result can be seen in the "open box" section of their website. All items that have been opened and returned are made available online.

Nothing, and we mean nothing, stays in stock in the open box section! Overall, since integrating Magento with a modern POS system:

- eCommerce revenue has grown substantially, with organic search-driven sales doubling in one year.
- Structube's brick-and-mortar footprint has increased from 44 to 62 stores.
- Structube has continued to expand into the US.

Combined, Magento and a modern POS system make it easier for Structube staff to deliver a truly omnichannel brand promise.

Learn more:

[The Omnichannel Playbook for Retailers who Use Microsoft Dynamics and Magento >](#)

## Case study

## Everlast's rock-solid connection between MS Dynamics AX and Magento.

# eBridge

**When the boxing world shops, online orders need to be fast.**

### **The challenge: make shipping faster and more efficient.**

Everlast customers care about speed: the speed of their job—and the speed of their shipment. The company was using Microsoft Dynamics AX for ERP and needed technical expertise beyond what was available in house to connect to their eCommerce shop. Without this connection, every order, inventory adjustment, shipment, and product detail update had to be made by hand.

- Manual order data processing was time-consuming.
- Building a bridge between systems was too difficult to do in house.
- Customers suffered: human error led to wrong orders and slow fulfillment.

### **The solution: integrating Microsoft Dynamics and Magento Commerce.**

The only way to “do online orders well” was to make sure that all sales orders flowed from Everlast's Magento eCommerce store directly to their ERP. After doing some research, they decided on eBridge Connections as the best choice, simply because eBridge did exactly what they needed.

The eBridge integration platform ties Everlast's AX and Magento systems together. Item, order, and customer data can now be processed in near-real time, while eliminating manual data entry and errors. A company like Everlast needs to focus on what it knows best: boxing. eBridge's universal connector makes sure online commerce is a cinch, and Everlast makes sure that boxers are well equipped for the ring.

### **The results: faster shipping and lower costs.**

Everlast was able to plug eBridge's pre-built connectors for Magento and AX into the eBridge integration platform and use them to eliminate manual data entry and avoid costly errors.

- They increased the speed of data exchange, making customer service more efficient.
- They could now upgrade their AX and add eCommerce, EDI, or CRM connections with ease.
- They freed up time and resources to focus on growing the business.

Learn more:

[www.ebridgeconnections.com](http://www.ebridgeconnections.com) >

## Case study

## From antiquated cart to next-generation eCommerce.

**Trail-Gear, a leading global manufacturer, and distributor of off-road products, integrates Microsoft Dynamics with Magento Commerce to drive rapid growth.**

i95Dev

**The challenge: build an efficient ecosystem to drive customer experience and streamline operations across brands.**

Trail-Gear, a leading manufacturer and distributor of off-road products, had acquired some new brands. However, their antiquated eCommerce cart left them struggling to keep pace with growth and drive operations smoothly. They needed:

- A feature-rich and scalable eCommerce platform with multi-store support
- Front- and back-end systems that could talk seamlessly with each other—their existing integration had data integrity issues and was fraught with problems
- To reduce operational overhead by automating business processes

**The solution: Magento eCommerce integrated with their Dynamics ERP system.**

i95Dev engaged with the Trail-Gear's cross-functional team to understand their challenges and longer-term goals so they could build a plan.

Trail-Gear's existing eCommerce store was migrated from the proprietary eCommerce cart to Magento and integrated with their Dynamics ERP system. In addition, several business workflows were streamlined and automated.

i95Dev continues to work with Trail-Gear to add their other brands to the integrated eCommerce ecosystem.

**The results: a feature-rich, scalable, and efficient commerce ecosystem.**

In the short time since the customer has gone live with this integrated

ecosystem, they have received amazing feedback from both internal and external stakeholders.

- Trail-Gear is now confident of adding their other brands to the same eCommerce platform using Magento's multi-store functionality.
- Their fulfillment team now leverages advanced functionality like backorder support, drop ship, partial shipment and invoice, and tax management to streamline and automate their fulfillment processes.
- Their customer service team now leverages features like Customer Groups & Price Levels, Credit Limits, Net Terms, and Bill Pay to better service their B2B and international customers.

Learn more:

[www.i95dev.com](http://www.i95dev.com) >

## Case study

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# How one B2B company transformed service delivery.

**A digital business service provider integrated Microsoft Dynamics 365 and Magento Commerce to give their customers more choices.**

# Visionet

### **The challenge: deliver consumer-like eCommerce to B2B customers.**

Today's B2B customers want a consumer-like experience that's as easy as shopping on Amazon, even when they're buying costly and complex products. They also want region- and customer-based pricing options and the ability to reorder online. One B2B connectivity and collaboration service provider needed to give their global customers all this and more. At the same time, they had to address operational challenges, such as:

- Rationalizing inconsistent and redundant data sets that made it difficult to give customers full visibility into their account information and purchase history
- Streamlining and automating marketing, sales, and accounting workflows
- Harmonizing a heterogeneous systems environment that was costly and time-consuming to manage

### **The solution: digital transformation.**

The company turned to Visionet to develop a new architecture that would support a more modern and accessible B2B customer experience. This digital transformation initiative integrates multiple business-critical technologies, including Magento Commerce and Microsoft Dynamics 365. Fully cloud-enabled, it supports region- and customer-based pricing and will provide an exceptional customer experience in 190 countries and 30 languages.

### **The results: an exceptional customer experience.**

With their new, integrated solution, the company was able to transform service delivery to their B2B customers. Now, customers can order services online, choose flexible and customized pricing, and manage subscriptions online. They also have access to current transaction and account reports.

Meanwhile, the company benefits from:

- Faster new product and business model introductions
- The ability to offer a wider variety of products and pricing options, including regional and customer-specific pricing
- Cost and time savings from streamlined workflows, more accurate and less redundant data, and a self-service portal for customers

Learn more:

[www.visionet.com](http://www.visionet.com) >



## THANK YOU

This eBook wouldn't have been possible without the expertise and dedication of our valued partners.

**Absolunet.**



*Drive your ideas...*

**VISIONET** DIGITAL

## ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider

to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the Magento Marketplace—the largest eCommerce marketplace for downloadable extensions. More information can be found at

[www.magento.com](http://www.magento.com)