



JK Findings Upgrades

Through NAV upgrades and rebranding, JK Findings continues to grow in the international jewelry market online

JK Findings is headquartered in Rochester, New York, delivering quality jewelry and precious metal findings to over 48 countries. They offer the industry's most extensive selection of clasps, beads, chains, jump rings, and other components, as well as rubber, leather, satin, and wire at the industry's most competitive prices.

THE COMPANY

Since 1975, JK Findings has been selling previous metal jewelry components, also referred to as findings, including clasps, beads, chain, wire, rubber/leather and satin cord, tools, and supplies, as well as custom findings and jewelry. Headquartered in upstate New York, they sell to thousands of jewelry manufacturers and wholesalers in over 48 countries. They strongly believe in delivering the best in quality, selection, service, and price. With continual investment in manufacturing and machining capabilities, they are a leader in the research and development of new and innovative findings.

THE CHALLENGE

JK Findings required a solution that would work with their business model, leverage their investment in Microsoft Dynamics™ NAV, and translate their mission statement into a strong e-commerce strategy. Part of their business is to guarantee immediate delivery on any of their 300 most popular items from their extensive inventory; they require speed and precise control. In addition to features that enable smooth day-to-day business processes, the solution had to be a long-term investment. They needed to implement upgrades, add feature enhancements, and adapt to multiple e-commerce challenges without disrupting the flow of business.

CHALLENGE

To address changing business requirements, JK Findings wanted to take their e-commerce to the next level while still leveraging their NAV investment. Their products need to be accessible for their international customers.

SOLUTION

Nav-to-Net™ is a scalable solution that continues to grow with JK Findings. Through Microsoft Dynamics™ NAV and Nav-to-Net™ upgrades, they were able to take advantage of updated features like Responsive Design, a modern look and feel, and unique feature customizations to their business over times.

RESULTS AND BENEFITS

JK Findings experienced increased ROI and virtually no disruption through the upgrading and rebranding process. Their international business enjoys continued e-commerce success through integrated and simplified management of all web and business components in Nav-to-Net™.



As a Digital Vantage Point customer since 2006, Nav-to-Net™ has evolved with the growing technological e-commerce needs of JK Findings. Here are some of the highlights of the Nav-to-Net™ solution provided for JK Findings:

ESSENTIAL FEATURES

JK Findings takes advantage of many of the features of Nav-to-Net™. When handling high sales volume or a massive product catalog, these features are crucial to their success. As a leader in the jewelry and precious metal findings industry, they have several categories, item specifications, pricing changes, and other vital details to manage. Control over every moving part in their e-commerce business processes is very important. Having it all managed in NAV is partly why they are excelling in their industry.

- Multiple websites are used to target audiences with unique sales messaging. JK Findings currently has two separate websites supported by Nav-to-Net™
- Multiple catalogs managed in NAV help organize their products into groups, such as new products, specific designer line, by country-specific stock, or by material.
- Unlimited categories and sub-categories in Nav-to-Net™ compliment their complex hierarchy with lots of products under their many sub-categories so customers can find what they're looking for.

“Nav-to-Net™ has superior integration with NAV and versatile content and product management. We can deliver quickly and confidently to our international customers.”

Joni Lucas, Chief Operating Officer



PUTTING CUSTOMERS FIRST

JK Findings puts a lot of emphasis on customer service and smooth experiences. Nav-to-Net™ helped take that philosophy and translated it into one seamless e-commerce solution. Customer account portals facilitate better customer communications; it's faster, easier, and consistently meets customer expectations.

Customers can see their order statuses, purchase history, payment information, wish lists, and more. JK Findings also offers different payment terms to their customers and used integrated customer account portals in Nav-to-Net™ to help them manage and view customer-specific prices.



THE SOLUTION

SUCCESSFUL UPGRADES

JK Findings understands the importance of leveraging their investments. They chose Microsoft Dynamics™ NAV for its flexibility and ability to be customized to their business. They recognize that same quality in Digital Vantage Point and Nav-to-Net™. Since being a customer of Digital Vantage Point, they have undergone NAV and Nav-to-Net™ upgrades with minimal disruption to their usual flow of business. JK Findings' desire for innovation and tech-savvy solutions drove these upgrades. Now they are able to enjoy new features, enhanced capabilities, and Responsive Design.



“Responsive Design was one of the factors that pushed us towards a Nav-to-Net™ upgrade. We already amange everything in NAV - this gives us more reach with minimal effort. We love that we can offer our digital catalog to all our customers, no matter which device they use.”

LOOK, FEEL, AND RESPONSIVE DESIGN

Look and feel is an essential part of the e-commerce experience. As part of the upgrade from Nav-to-Net™ 5 to 7, JK Findings went through a redesign. They adopted a new logo, colour scheme, and applied a modern and fresh feel to their e-commerce website. With the upgrade, Responsive Design also enhanced their brand marketing as their new look and digital catalog became easily accessible across all channels. JK Findings now maintains and manages their website in NAV, providing a consistent and optimal viewing experience, no matter which device is used. Responsive Design was a big factor in the reason for the upgrade and also contributes to their continued success.

NAV-TO-NET™ CUSTOMIZATIONS

Throughout the business relationship between JK Findings and Digital Vantage ePoint, there have been some interesting customizations to create a failored fit to make business simple.



MULTI-LANGUAGE ENHANCED FOR INTERNATIONAL BUSINESS

As an international business, JK Findings takes advantage of built-in multi-language tags in Nav-to-Net™. Digital Vantage Point was involved in additional development efforts to customize these tags for the more complex and pictorial Chinese character set. This unique change made it compatible with the Nav-to-Net™ in-NAV content management system; this sophisticated solution now handles the input of complex data and content, back and forth from NAV and Nav-to-Net™. This language tag customization shows their dedication to their overseas business partners and customers in Hong Kong and China..

CUTTING DOWN ON STEPS

Another customization Digital Vantage Point developed for JK Findings was the auto-population of categories in NAV and Nav-to-Net™, eliminating the need to configure data twice. JK Findings has such a large and complex structure so this makes it much easier for them to manage their products in the NAV environment. They do not need to constantly go through the same actions repeatedly when managing items on their website, saving them time and reducing errors.



THE RESULTS

Business for JK Findings continued to run smoothly while Microsoft Dynamics™ NAV and Nav-to-Net™ upgrades were implemented. Digital Vantage Point was able to keep the integrity of their websites' functionality and integration to NAV. JK Findings was able to take advantage of the flexibility and scalability of Nav-to-Net™ as customizations and change requests were added to their e-commerce solution as their business needs changed. From business process complexities, change requests, addition of new products, upgrades, new features, and increase in sales volume, Nav-to-Net™ effortlessly handled a multitude of situations, helping JK Findings prevent unnecessary costs and technology issues.



THE FUTURE

JK Findings continues to move forward by staying current with trends in the industry, and blending their mission statement of delivering the best quality, service, selection, and price with their e-commerce strategy. A seamlessly integrated solution like Nav-to-Net™ helps them to consistently meet business goals and prepare them for the future.

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Digital Vantage Point Inc. is the global leader in delivering cost-effective, integrated e-commerce products and services to Microsoft Dynamics™ Business Central and NAV customers and partners for two decades. They provide a superior and comprehensive solution to B2C, B2B, and B2E organizations. Today, an extensive international customer base leverages Digital Vantage Point's accumulated experience and best practices, using Nav-to-Net™ to take their business online and enhance their ROI. Digital Vantage Point is certified for Microsoft Dynamics™ Business Central and NAV, and a proud Microsoft Gold Certified Partner in Enterprise Resource Planning.

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