

Kiowa Successfully Upgrades

Improving their e-commerce strategy on time and on budget by upgrading NAV and Nav-to-Net™ with expert support from partner Digital Vantage Point and their VAR



Kiowa Ltd. Began as a supplier of industrial hose to local customers in 1991, based in Lincolnshire, UK. Since then, they have established themselves as a national manufacturer and distributor of industrial hose assemblies and fluid power products that has the capacity and capability to service large organizations.

THE COMPANY

At the core of Kiowa's business, it has always been a priority to invest in the latest systems like an e-commerce website and hose assembly machinery, manufacturing, and storage units. This investment has provided them with a successful communication and supply network, which stretches across their six branches, enabling them to increase their product portfolio and to increase their manufacturing capabilities of large bore hose assemblies. This is all supported by a technical sales team who provide an efficient, cost-effective service with local, national, and international distribution.

MICROSOFT DYNAMICS™ NAV

Microsoft Dynamics™ NAV and their e-commerce website make up a significant part of Kiowa's plan for continued business growth. They place a lot of value in proper organization and efficient business processes to serve their branches, suppliers, and customer base.

Knowing their solution, Kiowa's VAR helped them to configure their Microsoft Dynamics™ NAV solution putting unique business processes in place to manage their extensive product catalog. It's a complex system, with several categories, classifications, details, order handling, and partners involved. Kiowa's e-commerce solution, Nav-to-Net™, is seamlessly integrated to match their existing NAV environment and their unique Business Intellectual Property - their business logic. It is a customized B2B webshop that strives to provide the most education, information, customer service, and satisfaction. But in order to keep going and maintain this momentum, an upgrade was needed.

CHALLENGE

An upgrade to their NAV solution and e-commerce website was required. They needed it to be implemented smoothly with minimal disruption to their business, on time and on budget.

SOLUTION

Kiowa turned to their NAV VAR and Nav-to-Net™ partner Digital Vantage Point for support and technical experience. They need efficient project management that takes into consideration time, risk, communication, and cost management with rigorous quality checks.

RESULTS AND BENEFITS

Kiowa was able to stay on top of their website and business during the change. They are seeing increased sales and have better risk management for multiple scenarios in the fast-paced e-commerce industry.



THE CHALLENGE

Kiowa had no qualms with their NAV solution and e-commerce website. However, as a forward-thinking and prudent company, they realized an upgrade would take their business further.

The upgrade implemented was to NAV 2013 and Nav-to-Net™ 7. Kiowa's online sales are coming in steadily. With e-commerce as a part of their business strategy, it was crucial for Kiowa to keep business flowing as usual. They also emphasized a need for rapid implementation and to adhere to their budget.

"It was important for us to upgrade our NAV solution because we felt we could be missing out on new features that could advance our e-commerce business further. The solid architecture of Nav-to-Net™ allowed us to make the necessary changes while keeping our business running."

Anthony Towers, Commercial Director

THE SOLUTION

FOLLOW THROUGH

Successful projects mean every party involved coming to the table, like parts in a well-oiled machine, and delivering on exactly what they say they would. Kiowa had a very able technical team working with Digital Vantage Point and their VAR, allowing for controlled and precise management of the project. Together, they were able to understand the vision Kiowa had for the project at hand and their potential for future business growth. Strong communication was key to achieving a successful implementation; objectives and tasks were clearly defined and all technical issues were addressed with a detailed expert eye.

"In terms of project management, DVP really understood all the risks involved and helped us sidestep a lot of common issues, like going over budget and delays. I've yet to see an IT project that comes under budget, full stop. This came as close to the line as I've ever seen."



THE CHALLENGE

There is a time difference of five hours that actually worked to everyone's advantage. Though DVP is a Canadian company, the organization works at an international level. This is a case where the time difference was very beneficial to the project at hand, providing ample time to work and test various stages of development.

"We speak to you at the end of our day after we've had the chance to test and critique what you've done, and that'd be the beginning of your day. By the time we arrive the next morning, the next level of development would be ready and we'd all go again."



MICROSOFT DYNAMICS™ NAV AND E-COMMERCE IMPROVEMENTS

Kiowa has even more flexibility, integration, and new features for the website as well as improved business management tools.

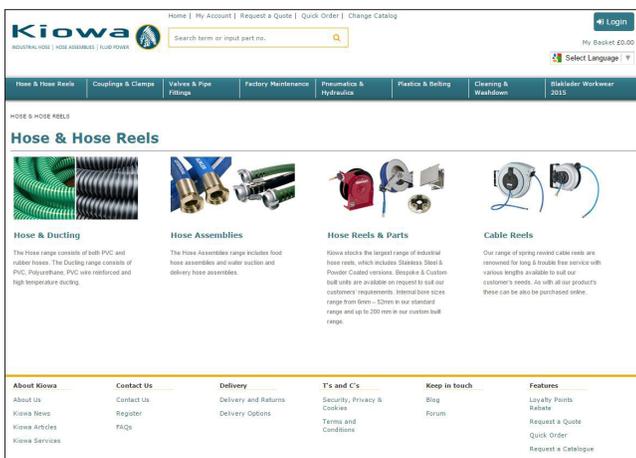
With the upgrade, Kiowa is able to restructure their products in a way that they couldn't before.

“We don't have to follow the format we did previously. We now have even more options when listing our products with Nav-to-Net™,” explained Anthony.

Their NAV solution is even more closely aligned with how they do business. Nav-to-Net™, seamlessly integrated with their back-end system, reflected the changes immediately so there were virtually no errors or redundancies.

Kiowa knows that they can take advantage of new features and customizations in Nav-to-Net™ as they move forward business-wise and technologically.

One such feature is Responsive Design, giving Kiowa the opportunity to take advantage of the mobile market when the time comes. It's in their back pocket and they know they have a solution with that capability and the right team to implement the necessary changes.



Kiowa wanted to make sure that their SEO would not be affected with the upgrade of their system and website.

“There is normally a drop after the change. But it didn't happen. We didn't drop off the map as far as Google was concerned. If anything, we were slightly better off.”

With the new Nav-to-Net™ upgrade, Kiowa was able to take advantage of improved SEO capabilities.



THE FUTURE

The project was completed in just under 2 months. This is because Digital Vantage Point and Kiowa's VAR were adamant about making their client's business run smoothly and optimally with the right tools at their disposal. Only a few days after the upgrade, the overall result was an increase in online sales. There was no backlog because business was able to continue smoothly. There were no lost orders because of Always Take Orders™, exclusive to Nav-to-Net™. With the support from their VAR and Digital Vantage Point, Kiowa looks forward to continued e-commerce success.

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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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