

DIGITAL VANTAGE POINT Inc.

E-Commerce for Microsoft Dynamics™

The Importance of Integration



Whitepaper by Digital Vantage Point

Back-end ERP integration with an e-commerce platform is crucial. True seamless integration on every level is a key characteristic that your webshop should have. This whitepaper explains why running an efficient online business requires proper integration.



DIGITAL VANTAGE POINT
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WHO ARE YOU?

Your company sells Awesome Product A and Useful Service B. You're doing okay in e-commerce so far, but you could be doing better. You've got your basic content management system, email marketing software, accounting and inventory operations, a website, payment service provider systems, order management, and much more. Having separate databases for all this information means you are facing challenges in getting these systems to talk to one another.

The way to overcome these issues is with a truly integrated e-commerce solution. System integration is the bringing together of two or more separate systems, creating one unified system where everything works together - making X talk to Y. You require a continuous flow of data between your e-commerce system and Enterprise Resource Planning (ERP) system. The goal of an integrated solution is to make your business run smoothly and efficiently while increasing your revenue and reducing your operational costs.

ABOUT INTEGRATION

Historically, it has been a challenging task and difficult to do well, but making different systems talk to each other is crucial. There is a lot of room for error when embarking on this integration journey. A huge segment of the IT industry is dedicated to ensuring the successful integration of a variety of systems. They typically work to create functional entities, or silos, like ERP and CRM for example, and they all speak a different language. Integration is getting these different entities to "talk" to each other and improve operational efficiencies.

NOT THE RIGHT WAY

Integration in ERP usually means feeding the "beast" all sorts of data. This includes pricing, inventory, warehouses, taxes, items, etc. There is a lot of information, from tracking business resources to the status of various business commitments. What are the ways we can deal with all of this?

One of the ways to deal with this is manual integration, or doing these tasks by hand. It's slow, tedious, and mistakes are bound to be made. Hiring more people to do the job would be expensive and doesn't really solve the problem. Integrating in batches is another solution. Though it is faster than manual integration, it comes with its own set of problems, like interruptions, maintenance of the network and hardware, volume scale issues, and the necessary equipment, all of which can easily add up to a massive expense. Not only is the integration task more difficult, it is costing you time and money.



THE RIGHT WAY

The right e-commerce platform, like Nav-to-Net™, will be seamlessly integrated with your ERP system, built to synchronize dynamically and naturally. It is a mutually beneficial solution that simplifies all business and financial processes. Managing a webshop from within your ERP system is easy with real-time synchronizations.

Updates happen automatically so that all information available on your webshop is correct. Orders and any exceptions can be handled right away. There is a window of opportunity for businesses to deliver exceptional customer service and support. The real-time feedback will enable you to run your company smoothly, addressing customer service issues and provide support in a timely manner. It is also wise to find a solution that has every eventuality covered. Technology does not always run perfectly and disconnections can happen.

But what happens if this situation is not well addressed?

When there is a disconnect between your webshop and your ERP system, orders can be lost. Customers could mistakenly think their order went through when, in reality, you have no idea that an order was even placed. The information available to the customer could also be incorrect because of this disconnect, allowing false expectations to be built from the customer's end. As a business, this is troublesome and frustrating. If the integrated solution has a method to ensure reliability in your service and support for your customer, you'll save yourself the time, hassle, and money.

Never put out an impression that you didn't mean to make. All actions should be deliberate and with purpose. A properly integrated e-commerce solution with intelligent redundancy plans allows you to stand behind your word. You are in full control. You know that even with a blip in the connection, orders can be recovered and information immediately updated. This is one less thing for you to worry about while maintaining a webshop.

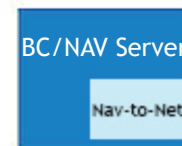
NOT THE RIGHT WAY



Polling happens without proper integration. The website asks for information until it gets what it's looking for.

Smooth integration between a random 3rd party and the webshop doesn't matter if it doesn't integrate completely with BC/NAV.

THE RIGHT WAY TO INTEGRATE



Nav-to-Net™ is part of the BC/NAV ecosystem. There is seamless integration where data travels in real-time. There is no polling. It happens almost instantaneously.

Complete integration means optimized performance. Customers always get the correct information. Proper integration reduces redundancy errors.

As a simplified system, everything can be easily managed with little to no disruptions or interruptions. An ERP system, such as Microsoft Dynamics™ Business Central or NAV, is already in your arsenal of tools to help you run your business. Why not leverage your investment and have a truly integrated e-commerce system that virtually lives within your ERP system? There is no need to go back and forth because it is all housed in the same ecosystem, without disrupting anything.

THE BENEFITS

With an integrated e-commerce solution, you can do things faster and easier, and more importantly, with fewer mistakes, saving you money in the long-run. Because you're not focusing on managing massive amounts of redundant information between the many systems you have, you can strengthen your business and concentrate on making your customers happy. You will have better access to the data, allowing you to formulate strategies. With an integrated system at your business' core, there are more windows of opportunity that you can capitalize on.

Focus your energy on running your business and not struggling with technology. Get a solution that is reliable and you trust to do what it's supposed to do.

A thoroughly integrated solution can be the key to running a successful e-commerce business. A good add-on, like Nav-to-Net™, respects the infrastructure of the ERP system and does not burden it with unnecessary loads. It reduces risk, errors, and cost, allowing your business to run efficiently and productive. With a dramatic decrease in bottlenecks in the workflow process, inventory and document management becomes a breeze. The focus then becomes on enhancing and delivering superior customer service and growing your business.

Nav-to-Net™ is a popular webshop solution created by Digital Vantage Point. We're here to make you fall in love with technology again by offering powerful webshops that are fully managed from within Microsoft Dynamics™ Business Central and NAV ERP. Contact us today to see how we do it.

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