



Elevating eCommerce

B2B eCommerce

CASE STUDY

Atlas Orthotic Lab Case Study

Strengthening B2B eCommerce with a dependable Business Central-managed solution.



Atlas
ORTHOTIC LAB



COMPANY OVERVIEW

Atlas Orthotic Lab serves doctors across the United States and Canada with orthotics and related products. As the business prepared for Microsoft Dynamics 365 Business Central, Atlas required an eCommerce solution capable of supporting highly specialized ordering workflows and detailed product configurations.



THE CHALLENGE

Atlas required a B2B eCommerce solution that could support a doctor-patient ordering model rather than a traditional B2B structure. This included a highly detailed configurator with dozens of attributes, complex inventory across multiple dimensions, and advanced pricing logic across bundled and standalone products.



WHY CHANGE WAS NEEDED

The decision to move forward was not driven by a single issue. It was the result of ongoing frustration, unresolved needs, and a growing lack of confidence in whether the platform could continue to support the business properly. Atlas needed more than a vendor. The leadership team wanted a partner that could listen, communicate clearly, and translate business requirements into a practical, dependable eCommerce solution managed within Business Central.



"Our ordering process is highly specialized, so we needed more than a typical B2B solution. DVP worked closely with us to understand the details of how we operate and helped shape Nav-to-Net around those requirements in a way that felt practical and collaborative. What we have now is a much stronger solution and a team that truly understood what we were trying to accomplish."

Jon C. Marsella, Vice President, Technology
Atlas Orthotic Lab Inc.



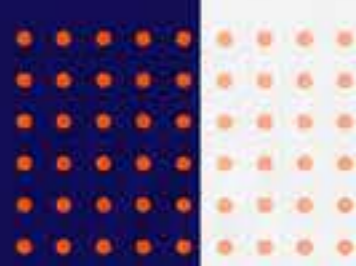
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4 THE SOLUTION

Digital Vantage Point implemented Nav-to-Net™ to support Atlas' specialized workflows. The solution enabled detailed configurator logic, granular inventory visibility, flexible pricing structures, and seamless alignment with Business Central.

5 IMPLEMENTATION APPROACH

The implementation required extensive collaboration, ongoing refinement, and adaptability. As the project evolved, DVP worked closely with Atlas to clarify requirements, solve challenges, and ensure alignment with business processes.

6 RESULTS AND IMPACT

Atlas established a stronger and more dependable digital commerce foundation capable of supporting complex ordering requirements. The solution improved alignment with Business Central, enhanced operational consistency, and provided a scalable platform for future growth.

7 PARTNERSHIP VALUE

DVP's ability to understand Atlas' complexity and translate it into a practical solution was key. The partnership was defined by adaptability, collaboration, and a strong alignment with Atlas' business needs.

8 LOOKING AHEAD

With a scalable and ERP-aligned foundation in place, Atlas is well positioned to continue evolving its digital portal experience and supporting future growth initiatives.

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We now have a much stronger foundation for managing complex ordering requirements with greater consistency, flexibility, and long-term scalability.

Jon C. Marsella

Vice President, Technology
Atlas Orthotic Lab Inc.

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ABOUT DIGITAL VANTAGE POINT

Digital Vantage Point (DVP) is the creator of Nav-to-Net™ eCommerce for Microsoft Dynamics 365 Business Central and NAV. Since 1997, DVP has helped organizations build ERP-governed commerce experiences that keep pricing, inventory, customer data, orders, and business logic managed within the ERP.



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