



Digital
Vantage
Point

Elevating eCommerce

B2C eCommerce

CASE STUDY

Jim Lawrence Case Study

Strengthening B2C eCommerce with a dependable Business Central-managed solution.



JIM
LAWRENCE
MANUFACTURING IN ENGLAND



COMPANY OVERVIEW

Jim Lawrence is a well-known British brand specializing in handcrafted lighting and home furnishings, serving customers from Suffolk, England and beyond. As a B2C business where both aesthetics and operational execution matter, its digital storefront needed to do more than look refined. It needed to support the business logic, customer experience expectations, and brand standards the company had built over time.



THE CHALLENGE

Jim Lawrence needed an eCommerce solution that could better support its business requirements, customer experience goals, and day-to-day operations. The previous platform had become increasingly difficult to rely on, with recurring bugs, unresolved feature requests, and limited communication creating friction for the team. For a brand with distinctive business logic and significant online activity, that combination had become unsustainable.



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. Jim Lawrence 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.



"Before working with Digital Vantage Point, we had been dealing with ongoing issues, slow progress, and very little clarity. What became clear quite early on was that DVP understood not only the technical side, but the realities of our business as well, and that gave us a level of confidence we had been missing."



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4 THE SOLUTION

Digital Vantage Point implemented a B2C Nav-to-Net™ solution tailored to Jim Lawrence's business model, customer experience priorities, and operational requirements. The solution included advanced search and attributes, enhanced category layouts, Site Activity Analyzer, bespoke design with a strong mobile focus, custom inventory visibility, shipping schedule functionality, and key integrations such as credit card payment, address verification, live chat, and Google Analytics. More importantly, the implementation focused on presenting Jim Lawrence's pricing logic, user experience goals, and business rules online in a clean, dependable, Business Central-managed environment.

5 IMPLEMENTATION APPROACH

One of the strongest proof points in the project was the implementation experience itself. DVP worked closely with stakeholders across executive leadership, IT, marketing, and product teams, bringing not only technical execution but practical guidance throughout the process. Rather than simply responding to requests, the team walked through recommendations carefully, explained trade-offs, and helped guide decision-making in a way that was commercially fair and operationally sound. Jim Lawrence also valued the accessibility of DVP's leadership team and the confidence that came from working with people who understood both Business Central and the realities of the business.

6 RESULTS AND IMPACT

Jim Lawrence replaced ongoing friction with a smoother, more dependable digital commerce model. The order process became cleaner, errors were reduced, and the company gained stronger control over how its business logic and brand experience were presented online. Their platform is now fully managed in Business Central, giving the team greater confidence in both the technical flow and the business flow behind the site. Just as importantly, Jim Lawrence now has a solution that continues to evolve with its needs rather than holding the business back.

7 PARTNERSHIP VALUE

What stood out most to Jim Lawrence was not only the software itself, but the quality of the relationship behind it. Customer service, responsiveness, accessibility, and practical expertise were central to the decision and remained central throughout the engagement. DVP earned trust by understanding the company's pain points, interpreting its requirements thoughtfully, and helping shape a solution that reflected how the business actually operates. The result was not just a successful implementation, but a long-term partnership Jim Lawrence can rely on.

8 LOOKING AHEAD

Today, eCommerce plays a stronger and more strategic role in Jim Lawrence's business. The company continues to explore new ideas and opportunities with Nav-to-Net™, while DVP maintains an ongoing collaborative relationship through regular strategic discussions and roadmap planning. That continued partnership helps ensure the platform can keep supporting Jim Lawrence's growth, customer experience goals, and evolving digital strategy over time.

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With Nav-to-Net, we now have a far more dependable eCommerce solution, fully managed within Business Central, and supported by a team we trust.

Jim Lawrence, Founder & Co-owner
Jim Lawrence Lighting & Home

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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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