

CASE STUDY

Kiowa Case Study

Supporting industrial sales with a dependable Microsoft Dynamics 365 Business Central eCommerce foundation.

KIOWA

ALFAGOMMAGROUP



COMPANY OVERVIEW

Kiowa is an industrial hose, fluid power, and hose assembly distributor serving customers across the UK and beyond. Founded in 1991 and based in Lincolnshire, Kiowa supports organizations that depend on reliable product availability, accurate ordering, and dependable service for complex industrial requirements.

As the company expanded, its B2B eCommerce presence became an increasingly important part of how customers found products, placed orders, and interacted with the business online.



THE CHALLENGE

Kiowa relied on Microsoft Dynamics 365 Business Central and eCommerce to support a growing product catalog, customer ordering, branch activity, supplier relationships, and day-to-day business operations. With a complex range of industrial hose, fittings, assemblies, and fluid power products, the company needed its online commerce environment to remain accurate, stable, and closely aligned with Business Central.

As the business continued to grow, Kiowa needed an eCommerce foundation that could support online sales, product visibility, customer experience, and ongoing operational requirements without disrupting business flow.



WHY CHANGE WAS NEEDED

Kiowa needed to move forward while protecting the parts of the business that already worked. Online sales, SEO performance, customer ordering, and operational continuity were all important considerations.

For a distributor with a large product catalog and established online presence, the project could not create unnecessary downtime, search visibility issues, or disruption for customers. Kiowa needed a practical path forward that would preserve business continuity while improving flexibility for future eCommerce growth.



"The solid architecture of Nav-to-Net allowed us to make the necessary changes while keeping our business running."

Anthony Towers, Commercial Director
Kiowa Ltd.



www.dvp.net



1.905.415.8455



info@dvp.net

4 THE SOLUTION



Digital Vantage Point worked with Kiowa to support a more dependable Microsoft Dynamics 365 Business Central eCommerce environment. The project focused on maintaining business continuity, protecting customer ordering, supporting SEO stability, and keeping the eCommerce experience aligned with Kiowa's operational needs.

The solution provided a stronger foundation for managing online sales, product information, customer activity, and business logic connected to Business Central.

5 IMPLEMENTATION APPROACH

The implementation required careful planning, technical precision, and close collaboration. Objectives were clearly defined, project risks were managed carefully, and progress was reviewed throughout the process.

DVP helped Kiowa address technical requirements while keeping the business running smoothly. This approach allowed Kiowa to move forward with confidence while maintaining continuity across online ordering, SEO performance, and customer-facing eCommerce activity.

6 RESULTS AND IMPACT

Kiowa maintained business continuity throughout the project while protecting online sales and SEO performance. The company avoided unnecessary disruption, preserved customer access to its online ordering environment, and gained a more flexible foundation for future eCommerce improvements.

The project strengthened Kiowa's ability to support a complex industrial product catalog, customer ordering needs, and continued digital commerce growth within its Microsoft Dynamics 365 Business Central environment.

7 PARTNERSHIP VALUE

DVP's role went beyond technical execution. The project required clear communication, practical decision-making, and an understanding of how eCommerce, Business Central, SEO, and customer experience all affected Kiowa's business.

By working collaboratively with Kiowa, DVP helped reduce project risk, support business continuity, and keep the project aligned with Kiowa's operational and commercial goals.

8 LOOKING AHEAD

With a stronger Microsoft Dynamics 365 Business Central eCommerce foundation in place, Kiowa is positioned to continue improving online sales, customer ordering, product visibility, and digital commerce performance.

The company can keep evolving its eCommerce strategy while maintaining the operational control and continuity required for a complex industrial distribution business.



We didn't drop off the map as far as Google was concerned. If anything, we were slightly better off.

Anthony Towers
Commercial Director
Kiowa Ltd.



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.

