



Elevating eCommerce

Manufacturing

CASE STUDY

JK Findings Case Study

Strengthening B2B eCommerce for a Jewelry Manufacturer

Improving order accuracy, customer-specific pricing, and B2B ordering efficiency with a stronger Business Central-managed foundation.



JK FINDINGS

— Connecting Jewelry Since 1975 —



COMPANY OVERVIEW

Since 1975, JK Findings has supplied precious metal jewelry components, also known as findings, to jewelry manufacturers, wholesalers, designers, and distributors around the world. Headquartered in Rochester, New York, the company offers clasps, beads, chains, jump rings, wire, cord, tools, supplies, custom findings, and finished jewelry.

With customers in more than 48 countries, JK Findings operates in a market where product accuracy, pricing, availability, speed, and customer service all matter. As the company continued to grow internationally, its B2B eCommerce environment became an important part of how customers searched products, accessed catalogs, placed orders, and managed account activity online.



THE CHALLENGE

JK Findings needed a B2B eCommerce solution that could support the complexity of its jewelry manufacturing and distribution business while continuing to leverage Microsoft Dynamics 365 Business Central. The company manages a large product catalog with detailed item specifications, multiple categories, pricing changes, customer-specific information, and international ordering requirements.

Because JK Findings serves thousands of customers across many countries, the solution needed to support more than a simple online storefront. It had to align product data, pricing, catalogs, customer accounts, and order activity with Business Central while giving customers a smooth and dependable online ordering experience.



WHY CHANGE WAS NEEDED

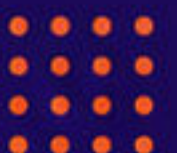
As customer expectations and digital commerce requirements evolved, JK Findings needed its eCommerce platform to keep pace. The company wanted to modernize the online experience, support responsive design, improve digital catalog access, and make it easier for customers to interact with the business from any device.

For a jewelry manufacturer and distributor with a complex catalog and international customer base, eCommerce needed to remain flexible, scalable, and closely connected to the ERP. JK Findings required a stronger foundation that could support upgrades, new features, customer-specific pricing, multilingual content, and continued online growth without disrupting daily operations.



"JK Findings needed a stronger Business Central eCommerce foundation to support international growth, customer-specific pricing, and efficient B2B ordering."

Project Focus
JK Findings



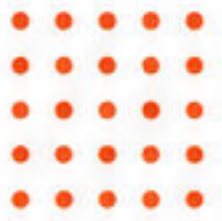
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4 THE SOLUTION

Digital Vantage Point worked with JK Findings to support a Business Central-managed B2B eCommerce environment that could grow with the business. The solution helped JK Findings manage product catalogs, categories, customer account portals, pricing, order activity, and website content in a way that stayed closely aligned with Business Central.

The eCommerce experience supported multiple websites, multiple catalogs, unlimited categories and subcategories, customer account access, responsive design, and customized functionality for international business needs. This gave JK Findings a more dependable digital commerce foundation while preserving control over the data and processes that drive its business.

5 IMPLEMENTATION APPROACH

The project required a practical approach to upgrades, redesign, catalog management, and custom functionality. DVP helped JK Findings move forward while protecting the flow of business and supporting the company's operational requirements.

Key implementation priorities included responsive design, improved website presentation, customer account portal functionality, catalog organization, multilingual support, and reducing duplicate work between Business Central and the eCommerce environment. The goal was to improve the customer experience while making internal management more efficient and consistent.

6 RESULTS AND IMPACT

JK Findings strengthened its B2B eCommerce operations while continuing to support international customers, complex product data, and customer-specific ordering needs. The company improved online catalog access, customer account visibility, responsive design, product organization, and overall eCommerce management.

By keeping eCommerce aligned with Business Central, JK Findings reduced duplicate work, improved operational control, supported customer-specific pricing, and gained a more scalable foundation for ongoing digital commerce growth.

7 PARTNERSHIP VALUE

DVP's long-term relationship with JK Findings helped the company continue evolving its eCommerce strategy as business needs changed. The work required more than technical implementation. It required an understanding of jewelry manufacturing, complex catalogs, international sales, customer service expectations, and ERP-managed commerce.

Through upgrades, customizations, responsive design, and Business Central alignment, DVP helped JK Findings maintain business continuity while improving the online experience for customers and internal teams.

8 LOOKING AHEAD

With a stronger Business Central eCommerce foundation in place, JK Findings is positioned to continue supporting international growth, customer-specific pricing, digital catalog access, and efficient B2B ordering.

As the company continues to evolve, its eCommerce strategy can keep supporting the same priorities that define its business: quality, selection, service, price, operational accuracy, and dependable customer experiences.

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Operational Impact
JK Findings



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.

