



**Korcomptenz**



## Our client future proofs its operations and customer engagement with Dynamics 365 Business applications

Discover how Korcomptenz helped a construction supplies manufacturer and distributor embark 360-degree digital transformation with Microsoft Business Application.



## Client Overview

<b>Industry</b>	: Manufacturing
<b>HQ Location</b>	: US, Canada
<b>Solution</b>	: ERP Implementation and Integration
<b>Technology Used</b>	: Microsoft Biztalk, Dynamics 365 F&O with Industry 4.0 based Architecture, Logic Apps, WooCommerce, Salesforce

## Company Overview

The client is a major manufacturer and distributor of construction supplies in the United States and Canada. With its sealants, functional coatings, and other binding agents, our client is dominating today's markets and shaping tomorrow's. They are a leader and innovator in assembly, sealing, insulation, and protection solutions, enabling the transformation of entire industries, giving their customers a competitive advantage, and providing consumers with a one-of-a-kind experience. They've come up with innovative items and put a premium on designing products that lessen health concerns for their staff and customers.

The Client sought a proven, committed, and engaged technology transformation partner with experience across both ERP systems and eCommerce technologies. Initially, in 2018, Korcomptenz was engaged to integrate their Microsoft Dynamics AX 2009 installation with their WooCommerce storefront. Expertise in both technologies, as well as a thorough understanding of applicable data structures and integration procedures, were required. Korcomptenz and the client engaged in upgrading from AX 2009 to Microsoft Dynamics 365, thereby enabling many industry 4.0 initiatives.



## Three Objectives

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- 1 The client is currently operating a Microsoft Dynamics AX 2009 ERP and Salesforce CRM environment. The overall goal of the project is to integrate the two systems using a new BizTalk middleware.
- 2 The ultimate goal is to provide turnkey services for the development of an application layer that will extract product, order, and customer data from Dynamics AX 2009 and make it available to WooCommerce.
  - **Integrate eCommerce B2B and B2C portal with Dynamics AX-2009** data including products, orders, and customers.
  - Improve the WordPress and WooCommerce installation's security and performance to ensure it adheres to industry best practices for web and ecommerce standards, such as data protection and threat prevention
  - Integrate Dynamics AX 2009 product, order, and customer data seamlessly with WooCommerce to enable online self-service sales and enhance sales volume by improving user convenience
- 3 The overall objective is to provide **support and maintenance for the existing Microsoft Dynamics AX application** by the team, with an appropriate mix of functional and technical skillsets and experience, and to **implement Industry 4.0** and its constituent projects like the **Microsoft Dynamics 365 F&O Implementation**, AWMS and other initiatives.
  - To Implement Microsoft Dynamics 365 Finance, Operations & eCommerce
  - Systems and Technology consolidations
    - ▶ Microsoft Dynamics AX Development & Support (Reports, Interfaces, Customizations, Extensions and Forms)
    - ▶ To provide support and maintenance for the existing Microsoft Dynamics AX application



# Components of service

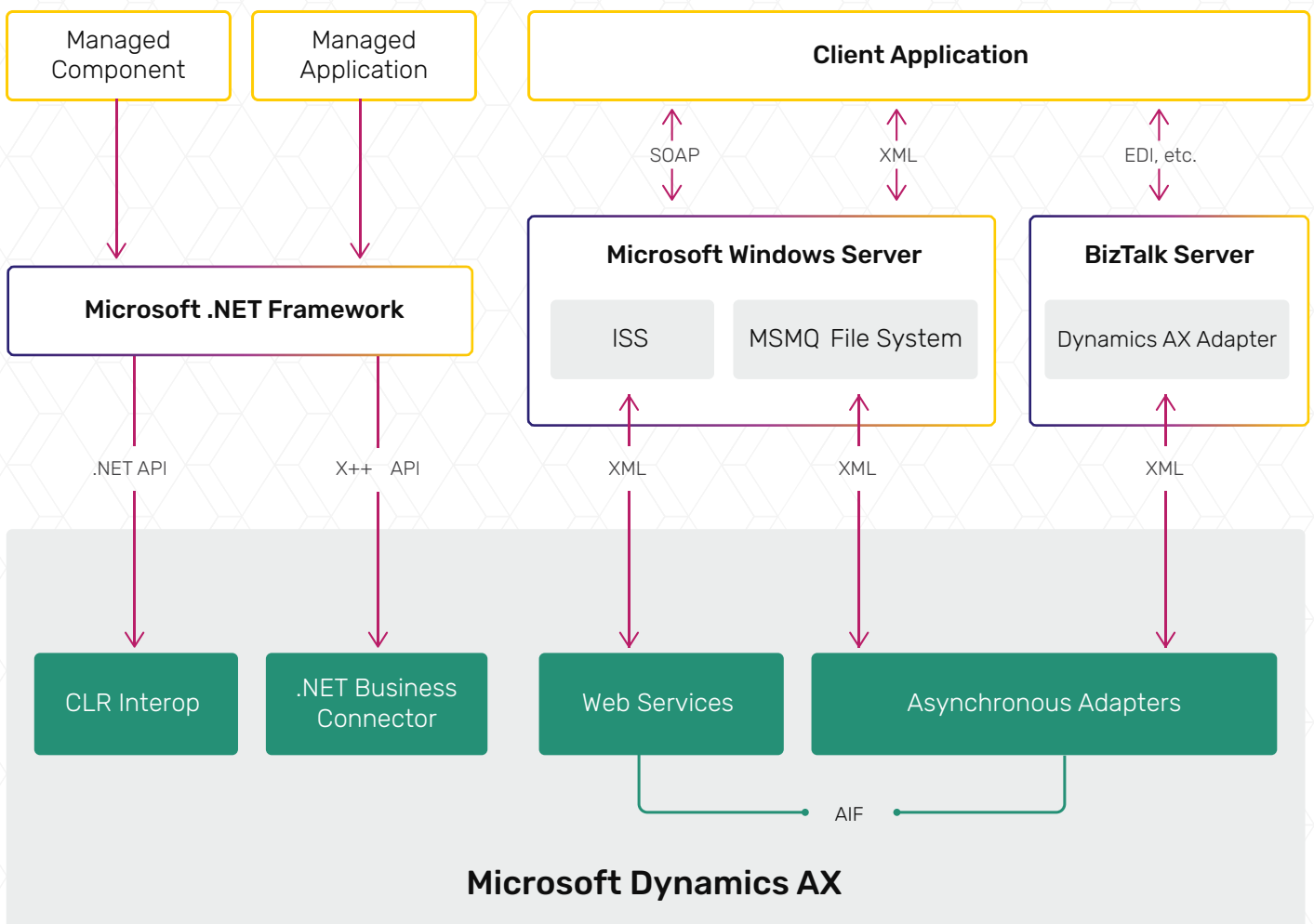
## Biztalk Integration & AX Support and maintenance

Infrastructure was set up to enable all AX2009 support-related inquiries. The ticketing system would help the KOR support team to initiate the changes in the development system and effect the same in the Test/Production system if required by the customer after UAT or a call would be set up for discussing issues that required more depth of understanding from time to time.

As a manufacturer of sealant products, the client's day-to-day operations depended heavily on the AX 2009 ERP with respect to inventory, materials flow, production, packing & shipping, and sales tracking. Even though AX2009 ERP was not on the latest MS ERP version, KOR was soon able to leverage its deep pool of seasoned MS ERP functional and technical consultants (AX 2009 skill is hard to find with the advent of regular upgraded versions from MS). We addressed all impending business issues in real time. The ticket volume was reduced to 30% every month.

**Application Integration Framework (AIF)** exposes business logic to other internal or external systems. AIF enables you to integrate functionality and exchange data with other systems. We used a somewhat similar solution blueprint for Integration with Biztalk.

## Microsoft Dynamics AX integration with other systems

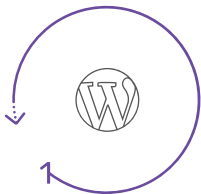


# Integrate eCommerce B2B and B2C portal with Dynamics AX-2009

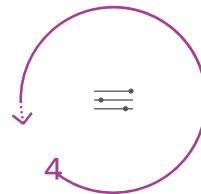
Another issue was that the company had been relying on sales representatives to accept orders from customers and prospects. All orders had to be entered manually in Microsoft Dynamics AX, requiring staff members to gather customer needs and enter the information.

- The customers did not have direct access to order status or order history and had to call customer service for the information.
- Customers could not view or pay invoices online.
- Orders were received manually with the potential for delays and transcription errors.
- Sales representatives had to spend time servicing existing customers rather than driving new business.

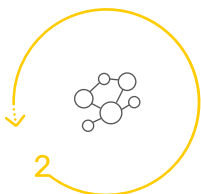
We created a secure B2B eCommerce portal to address the challenges mentioned above while also providing a superior user experience. We collaborated with the customer to define the short- and long-term requirements for the new eCommerce portal. This included an examination of their current procedures, client database, and other pertinent information.



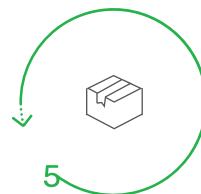
WordPress and WooCommerce with custom modules to share data with ERP



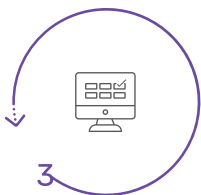
Integration of customer-specific pricing and customized products



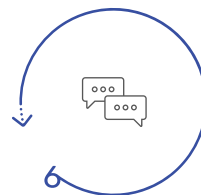
Bi-directional connectivity and integration with Microsoft Dynamics AX ERP



Implementation of shipment calendar with support for delivery and in-store pickup

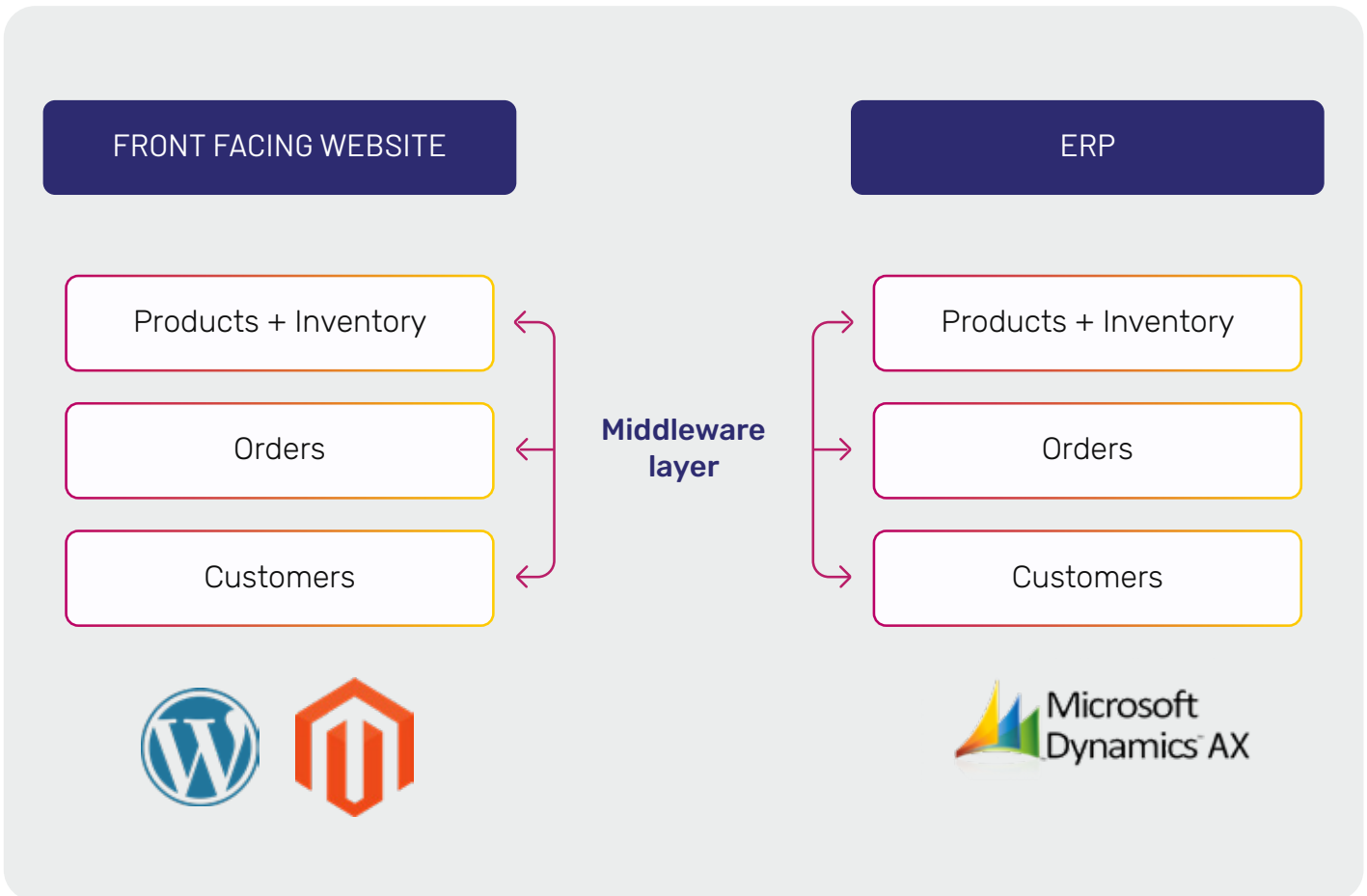


Integration of custom model to select colors and customize products



Integration with real-time chat, Sales force, and Microsoft BizTalk

We enabled bi-directional connectivity between Microsoft Dynamics AX 2009 and WooCommerce, which in turn allowed the customers to place orders using their agreed-upon price list and to view existing orders placed both online and offline.



### **Microsoft Dynamics 365 Finance and Operations (Now called Finance and Supply Chain) Implementation with Industry 4.0 impetus**

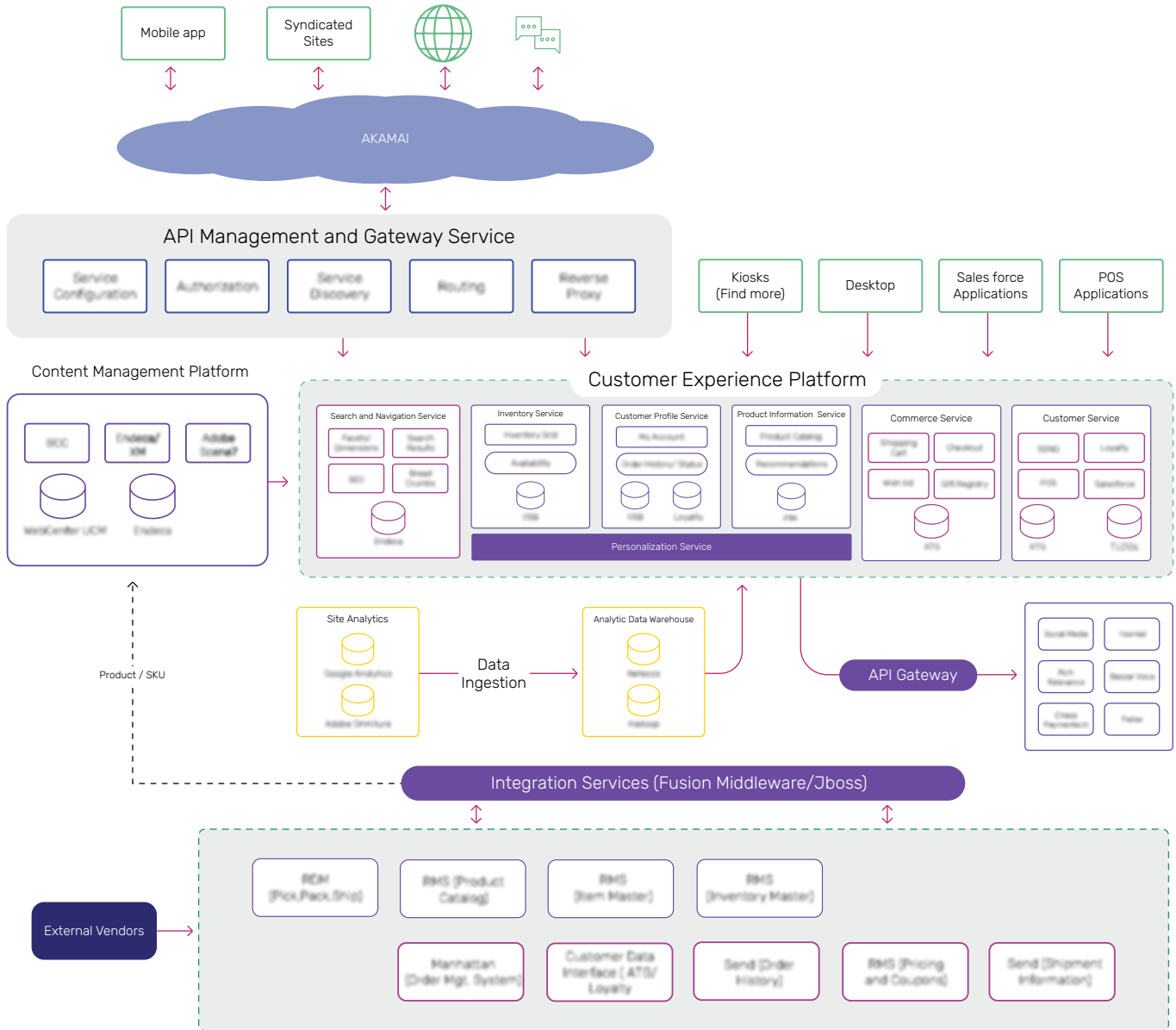
As the Client evolved from a small to medium-sized firm to a huge corporation, they needed cutting-edge tools to drive business innovation and transform how they served their customers. They needed an ERP that complied with Manufacturing Industry Standards 4.0 and improved velocity, real-time visibility, and business continuity, as well as the capacity to integrate with IoT and provide AI capabilities. As a fast-growing company, they wanted to use a cloud-based ERP solution to provide a solid foundation for digital transformation while also streamlining their supply chain procedures.

Therefore, as a Microsoft Gold Partner, we suggested the client upgrade to Microsoft Dynamics 365 F&O, which would enable them to monitor global financial operations in real-time, predict outcomes, and make data-driven decisions to drive business agility and growth in order to meet the increasing demands of customer satisfaction and to maintain and grow their competitive position.

# D365 Implementation with industry 4.0 impetus

Please contact our sales team to find out more as due to confidentiality we are not able to share more. ( [Sales@korcomptenz.com](mailto:Sales@korcomptenz.com) )

## Business Architecture



## Results

Initially, the client was experiencing performance challenges with their Microsoft Dynamics AX 2009 setup and was unable to obtain the assistance it required. They were having challenges with support and response times, and they required faster solutions. They were also seeking a Dynamics Partner well-versed in Dynamics 365 with expertise in upgrading from Dynamics AX to Dynamics 365 Finance & Operations. They lacked online ordering capabilities, which resulted in lower sales, and needed an ERP that could help with velocity, real-time visibility, and business continuity, as well as integrate with IoT and deliver AI capabilities.

Korcomptenz acted like a trusted advisor who helped the client integrate their IT strategy with the business strategy to bring in 360-degree digital transformation.

- 1 By integrating their AX program with a B2B eCommerce customer portal, our client was able to boost their efficiency by about 50%.
- 2 The client portal eliminated the middlemen, allowing sales representatives to focus on what they do best: increase sales
- 3 Increased Productivity: Customers (end users) may place orders and check on the status of their orders without having to rely on the client's internal team.
- 4 Integrated Approach: Order, inventory, product, and customer data move easily between systems, making management and mistake reduction simple.  
**Microsoft Dynamics F&O's Advanced Warehouse Management System was leveraged to replace the client's legacy warehouse system, resulting in:**
  - Doing away with a number of interfaces between ERP and legacy Warehouse system
  - Inventory and Warehouse operations are managed seamlessly within F&O.
- 5 Real-time interfaces built between F&O and MES (Manufacturing Execution System), resulting in efficient production order planning and processing.
- 6 Increased Efficiency: When Salesforce and Microsoft Dynamics AX work effectively together, the operational efficiency improves instantly
- 7 Reduced overhead, eliminated data entry errors and streamlined processes with automated, real-time, two-way integration between Dynamics AX and Salesforce.



**Korcomptenz**

**We #FocusOnYou**

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