

Case Study

# MAGENTO INTEGRATION WITH MICROSOFT DYNAMICS 365 BUSINESS CENTRAL FOR AN E-COMMERCE INDUSTRY

## OVERVIEW

Today consumer has high level of expectation when it comes to online shopping experience. Shoppers often want their transaction to be smooth, hazzle free and without any interruption. It' s e-commerce applications like the Magento, Shopify, WooCommerce etc. platform, however, that enable businesses to execute and deliver these omnichannel experiences for consumers. And its integration with the standard business solution such as Microsoft Dynamics 365 Business Central, the business can seamlessly connect and integrate across a company' s ecosystem.

Company was founded in 1978, as a studio devoted to typesetting art and design jobs for local print houses. They are specialized to deal with the needs of growing churches. They sell Welcome Packets, Gifts & Give-Aways, Home Banners & signs etc.



Industry  
Printing



Client Location  
Michigan, USA



Employees  
15 employees



Solution Offered  
- Dynamics 365  
Business Essential

## CHALLENGES

Working on .NET (customized) based e-commerce model made the business slow and had many issues related to capture the order payments.

Maintaining customer relationship and handling large number of customers data without any proper mailing system was making the task more tedious and challenging

The essential requirement was flawless Magento integration with D365 Business Central. Two-level checkout was requested from the business, which required a customization in the Magento for making checkout process for customers an easy task.

## SOLUTION

Based on the requirement and the challenges faced by the business end-to-end implementation of Business Central was done. Latest version of Magento was integrated with Business Central. Migration from the customized .NET based solution to the full-fledged Magento along with custom coding and adding FedEx connector to the Business Central was delivered.

- Reduced time in replenish inventory
- Process order quickly
- Automate financial entry
- Improve customer satisfaction
- Real-time updates about the stock
- Track checkout done by the guest users
- Reduce deployment time by utilizing turnkey integration solution



## INTECH DIFFERENCE

Integrating Magento with Microsoft Dynamics 365 Business Central helps the business to improve accuracy, productivity, and efficiency while extending even better service to customers and users.

## ABOUT INTECH SYSTEMS

Intech Systems is a boutique IT services company focused on providing world-class implementation and support services for Microsoft Business Applications. Our whole range of services helps companies in their digital transformation by providing technology solutions, including – Microsoft Dynamics 365, Microsoft Dynamics F&O/AX & BC/NAV, Microsoft Dynamics CRM, Microsoft Azure, Power BI, Power Apps and more. In addition, Intech also offers a range of complementary business.