



Case Study

Iowa, USA Based E-Commerce Company Get Solution with Microsoft Dynamics 365 Business Central

Client Overview:

Fins, Funs Feather, Inc. is a reputable eCommerce company specializing in the sale of reef materials and pet supplies. With a wide range of products and a growing customer base, they were seeking a more efficient and cost-effective solution to manage their operations.

Problem Statement:

Operating with an on-premises Dynamics GP system, Fins, Funs Feather, Inc. faced challenges in managing its IT infrastructure. Maintaining in-house servers incurred high costs and required dedicated resources for maintenance and updates. They needed a modern solution that would streamline their operations and relieve them of the infrastructure burden.

Solution Provided:

Our team proposed migrating Fins, Funs Feather, Inc. from their existing on-premises Dynamics GP to Microsoft Dynamics 365 Business Central, a cloud-based ERP solution. The solution encompassed:

- 1. <u>Cloud Migration</u>: We facilitated a seamless transition to the cloud, ensuring data security and minimal disruption to their operations.
- 2. <u>Infrastructure Cost Reduction</u>: By moving to a cloud-based solution, Fins, Funs Feather, Inc. eliminated the need for in-house servers, thereby saving on hardware and maintenance costs.
- 3. <u>Integrated eCommerce</u>: We integrated Business Central with their eCommerce platform, enabling real-time synchronization of orders, inventory, and customer data.
- 4. <u>Unified Data:</u> Business Central's centralized database provided a unified view of financials, inventory, and sales, eliminating data silos.
- 5. <u>Automation</u>: We configured automated workflows for various processes, such as order processing and <u>inventory management</u>, reducing manual intervention and errors.
- 6. <u>Real-time Insights:</u> Business Central's reporting and analytics tools offered real-time insights into sales trends, inventory levels, and <u>financial performance</u>.

Benefits to Client:

The transition to Business Central delivered numerous benefits to Fins, Funs Feather, Inc.:

1. Cost Savings: By eliminating the need for in-house servers and infrastructure maintenance, the company

realized significant cost savings.

- 2. Simplicity: Cloud-based solutions reduced the complexity of managing IT infrastructure and allowed the team to focus on core business operations.
- 3. Scalability: The cloud architecture of Business Central allowed Fins, Funs Feather, Inc. to scale their operations easily to meet growing demands.
- 4. Operational Efficiency: Automating processes and integrated workflows led to faster order processing, fewer errors, and overall efficiency gains.
- 5. Data Accuracy: Centralized data and automated processes minimized the risk of discrepancies and improved overall data accuracy.
- 6. Flexibility: Cloud solutions provide remote accessibility, allowing employees to work from various locations and improving collaboration.
- 7. Futureproofing: Moving to a modern cloud-based solution, positioned Fins, Funs Feather, Inc. for future technological advancements and updates.

