

Case template

Guidelines on how to create and submit new customer cases to the Dynamicweb website.

The following customer case has been created according to the standard template used on the www.dynamicweb.com/customers and contains all the necessary headlines and information. The content focuses on the technical aspects of the solution as well as the results and value, which is has generated for the customer.

Simply copy and replace the content when you wish to submit a new case, and please attach the following .PNG images in the highest possible resolution:

- Customer logo for the case.
- Image of the customer supplying the quote.
- Image for the case listing displaying the solution.
- Three or four examples for the case-slider displaying the solution.

Submit your cases or questions to klu@dynamicweb.com

Quote

"We have put together 8,000 items, in 3 languages and 70,000 prices in one solution where catalogues and price lists are automatically generated. The solution is, without a doubt, one of the primary tools for our sales department and the return of our investment is down to just 6 months."

Charlotte V. Kristensen, Marketing Manager, Actona Company

Heading

B2B ecommerce portal

Text

ROI in just 6 months with 8.000 items, 3 languages and 70.000 prices in just one solution.

Case heading

How to get happier retailers with less work

Company teaser

Based in Denmark, Actona Company is a furniture manufacturer with 8,000+ SKUs that are sold all over the world with a strong focus on the US and Northern Europe.

Challenge

Each year, Actona produces more than 1.700.000 chairs, 225.000 dining tables, 370.000 couches and 260.000 office chairs. Actona needed to reduce the heavy, manual work processes maintaining and updating their extensive website and the many item numbers. At the same time, it had to be easy and accessible for the retailers to manage the large amount of products, get correct price information from the ERP system and generate catalogues on the fly with 100% updated products from the retailer extranet.

Solution

Actona's new Dynamicweb solution is integrated to Actonas product database in Dynamics NAV. Now, the retailers can easily search the complete product range of over 8,000 item numbers in Dynamicweb eCommerce. With this many item numbers it is not possible to maintain a traditional catalogue and keep it up to date. However, with the new solution the retailers can quickly generate PDF catalogues containing products of their choice.

With the integration between Dynamicweb eCommerce and Dynamics NAV prices and product information is now only maintained one place and can be cross-published to catalogues, price lists and dealer networks.

Results

The Actona Dynamicweb solution has managed to secure a return on investment of just 6 months based on the many cost reductions achieved in saved wages and increased efficiency. The solution reduces the workload in Actona's sales department, by ensuring retailer access to 100% updated price lists, minimizing manual work and risk of typing errors.

Country: Denmark

Industry; Manufacturing, Wholesale

Tags: B2B Ecommerce, Self-service, Dynamics NAV