Dynamics Consultants

Art Systems
knowledge | service | solutions

How integrated e-Commerce with back office systems saw a 15% increased revenue for online orders.

Case Study

Art Systems are a long-time customer of Dynamics Consultants, providing the printing trade with a range of specialist printing products and services.

In this case study, we look at how we worked with Art Systems to create a modern e-Commerce store that is fully integrated with their Business Central ERP system. With this solution, Art Systems looked to provide better service to their customers and in turn increase sales.

Partner: Dynamics Consultants

www.d-c.co.uk

Customer: Art Systems

www.artsystems.co.uk

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INTRODUCTION

Art Systems is a UK-based distributor of wide-format imaging technology, 2D and 3D printing and scanning, and art management software. The company works with leading brands such as HP, Epson, Summa, and Onyx to provide innovative solutions for indoor/outdoor graphics, built environment, manufacturing, and art sectors. With over 30 years of experience, Art Systems offers expert advice, award-winning technical services, and unmatched value to its trade-only customers.

Having had a web store for a while, it was outdated and extremely limited with regard to the integration with their back-office ERP system, Microsoft Dynamics® 365 Business Central. With future growth in mind, the team at Art Systems planned and executed a project for a new e-Commerce store.

In this case study we will look at how a partnership between Art Systems and Dynamics Consultants meant that we could implement a modern e-Commerce store that is integrated with Business Central, including a full range of features, including Business to Business (B2B) functionality.

Case Study

A MODERN INTEGRATED SYSTEM

The key factor of a modern ERP software is that it integrates all of your business functions and processes, such as accounting, inventory, production, sales and purchasing, as well as your e-Commerce web store.

With an integrated system, you can improve the customer experience, plan better and sell more.

"Our original platform was both increasingly insecure and incapable of further development."

ABOUT ART SYSTEMS

Art Systems is a UK-based distributor of wide-format imaging technology, 3D printing and scanning, and art management software. The company works with leading brands such as HP, Epson, Summa, and Onyx to provide innovative solutions for indoor/outdoor graphics, built environment, manufacturing, and art sectors.

With over 30 years of experience, Art Systems works directly with their trade customers and offers expert advice, award-winning technical services, and unmatched value.

THE PRODUCTS

The company's product portfolio includes printers, cutters, laminators, media, software, 3D printers, 3D scanners, 3D printing materials and accessories, and art management software.

SERVICE

Art Systems technical services is a team of highly qualified and experienced engineers who provide warranty and support for a range of wide-format imaging and 3D printing products. The team offers on-site installation, training, repair, maintenance, and remote assistance for customers across the UK. Art Systems technical services is the official authorised service partner for HP Latex printers, Epson SureColor printers, Summa cutters and Onyx software. The team also provides online resources such as manuals, drivers, videos, and FAQs to help customers troubleshoot their issues.

COMMUNITY

Art Systems is also committed to supporting the art community and sponsoring various art events and exhibitions.

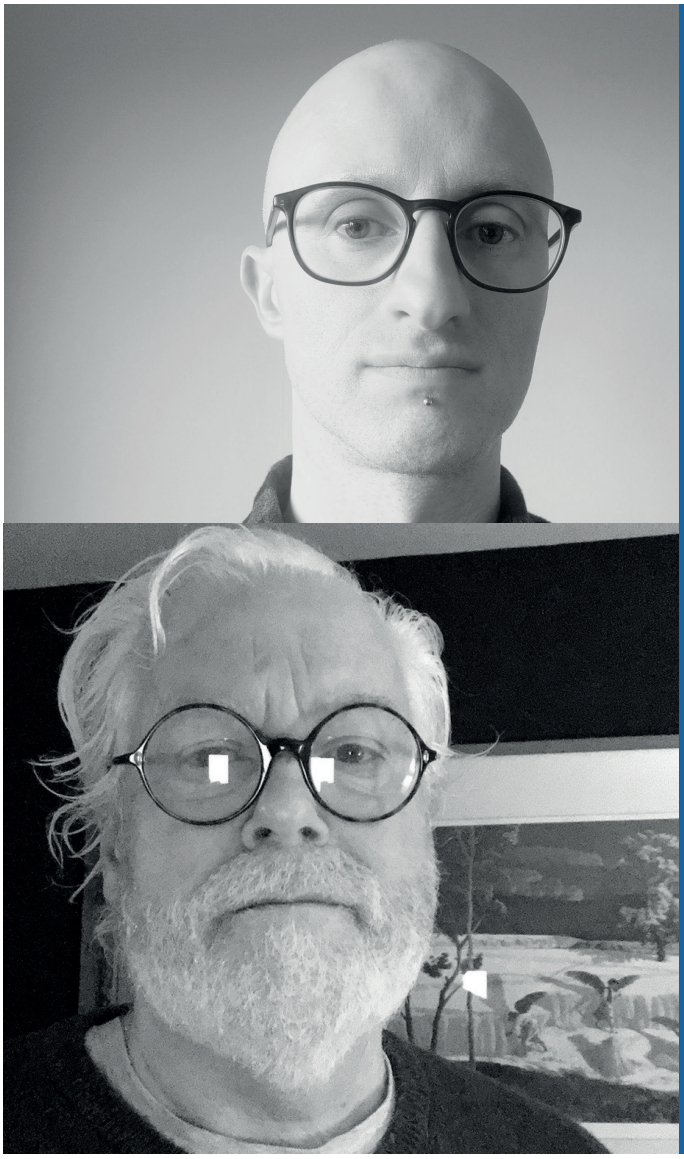
AUTHORISED SUPPLIERS

Art Systems is the official authorised service partner for HP Latex printers, Epson SureColor printers, Summa cutters and Onyx software.

THE TEAM

A TEAM FOR SUCCESS

With any project of this nature, there needs to be a core team and ownership. In this case, the team was lead by the purchasing manager who is in charge of the Business Central ERP system, and the Marketing Manager who controls the e-Commerce side. A project as core to a business as ERP and e-Commerce, requires an excellent team to deliver successfully. Ben and John provided this this team for Art Systems.



BEN POWELL

PURCHASING MANAGER

Ben's knowledge of the business processes, understanding of the products and years of experience of working with Business Central (and its predecessor NAV) stands him in good stead to lead any project involving the ERP solution. Having worked with Dynamics Consultants for many years, we have a strong working relationship.

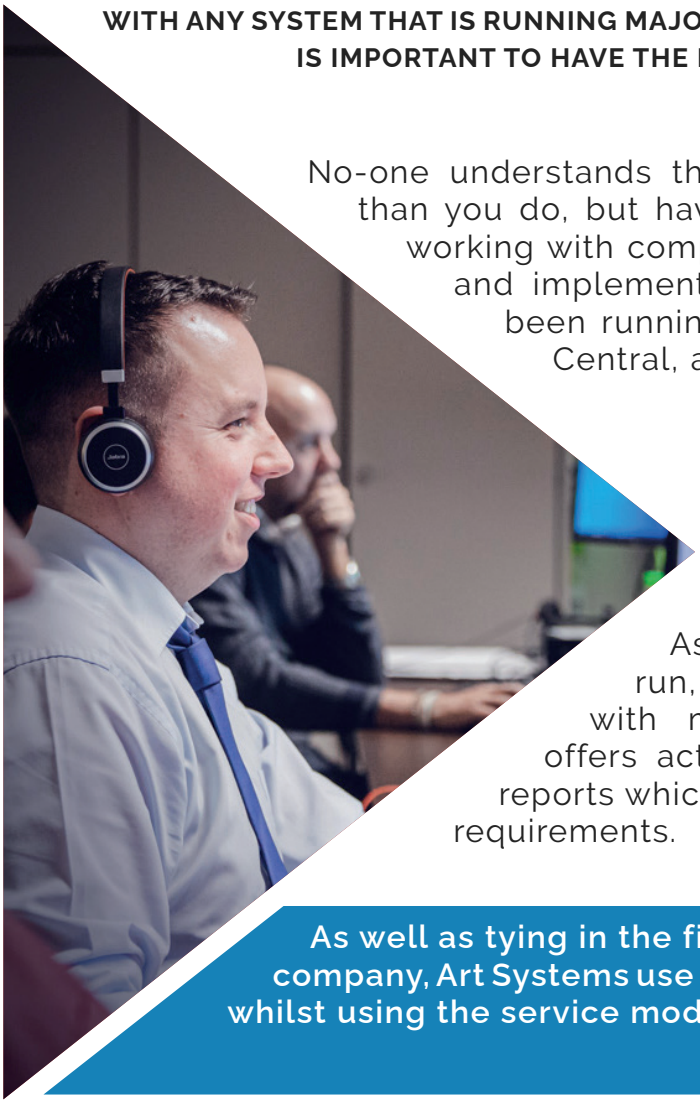
JOHN DRAYCOTT

MARKETING MANAGER

In charge of the e-Commerce, marketing expert John Draycott ensured that the web capability and overall finish was at the right level to suit their market. With over 17 years experience marketing at Art Systems, he truly understands the needs of the customers.

PRODUCTS & PARTNERS

WITH ANY SYSTEM THAT IS RUNNING MAJOR PARTS OF YOUR BUSINESS OPERATIONS, IT IS IMPORTANT TO HAVE THE RIGHT PRODUCTS AND THE RIGHT SUPPLIER.



No-one understands the way your business operates more than you do, but having a partner that has experience of working with companies to improve business processes and implement solutions is vital. Art Systems have been running Microsoft Dynamics® 365 Business Central, and its predecessor Dynamics NAV, for well over a decade.

BUSINESS CENTRAL AT ART SYSTEMS

As a major part of how the business is run, Business Central ERP helps not only with managing the operations, but also offers actionable insights through plethora of reports which can be modified to a business' exact requirements.

As well as tying in the finances to the operational side of the company, Art Systems use the purchasing tools to manage stock, whilst using the service module to provide customer aftercare.

BESPOKE SYSTEMS

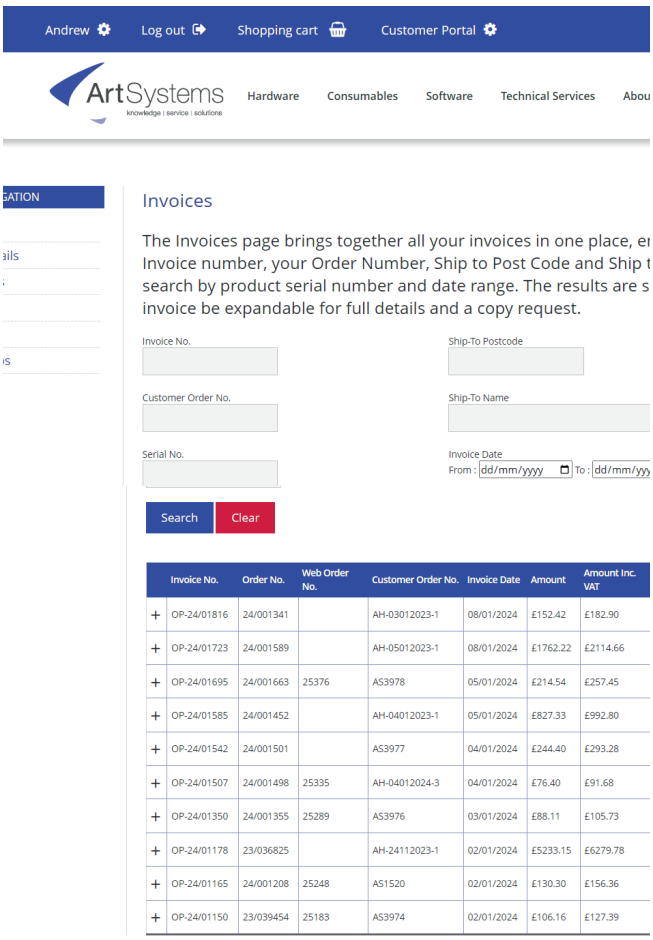
Whilst the majority of the market is accepting the off-the-shelf ERP packages as the only solution to the issues associated with custom ERP, Dynamics Consultants has taken another path; solving the traditional issues of bespoke systems.

With a wealth of experience to understand what it takes to deliver an ERP project successfully, and an open and honest approach to projects, you will feel confident about the long-term success of our partnership.

INTEGRATIONS

Whilst an ERP system is designed to bring the management of a business into one integrated system, it is unrealistic for one piece of software to cover every piece of functionality that a business might need.

One of the benefits of Business Central is it's ability to be integrated with third party systems in a way that is easy to upgrade, making developments future-proof. This is utilising "Extensions", which allow connections without altering the base code.



About Dynamics Consultants

Dynamics Consultants are a Microsoft Certified partner specializing in providing ERP solutions based on Microsoft Dynamics®365 Business Central.

In a market that is trying to standardise “vertical” solutions, businesses with complex processes and unique ways of operating are still looking for solutions that are bespoke, but want to reap the benefits of modern cloud technology. With a knowledgeable and experienced web development team, we have a history of integrating e-Commerce solutions with Business Central.

Art Systems Project Team

TANYA DENTON

With a strong understanding of Business Central, Tanya specializes in projects that involved integration and web technologies. As a technical consultant, she has the ideal skillset to help businesses get on to an e-Commerce platform integrated with their ERP system.

EMILY WHITE

Emily is an experienced developer specialising in web technologies. With extensive experience with nop-Commerce webstores, and the integration of data between Business Central and e-Commerce systems.

JEREMY ORGAN

Jeremy is a founding director of Dynamics Consultants and has worked on NAV and Business Central projects since 2000. One of the leading developers in the country, he even trains other partners.

With over 400 years of combined experience, Dynamics Consultants have focused on providing the bespoke solutions whilst solving many of the traditional problems with customised ERP projects.

With robust processes, repeatable functionality and modern development based on extensions, we are able to provide businesses with a solution that not only grows with them, but also helps them be unique and stand out as a market leader.

THE PROJECT

Art Systems have a history of excellent customer service. Whilst they sell purely Business to Business, they know that the customer experience and buying journey is extremely important. With a strong customer focus, the team at Art Systems wanted to invest in improving the customer experience with regard to buying, products, spares and consumables.

NOPCOMMERCE E-COMMERCE INTEGRATION

nopCommerce is an open-source e-Commerce platform. The flexibility and ability to develop solutions, as well as a plethora of professional webshop features, makes it the perfect platform for SMB commerce solutions. Furthermore, Dynamics Consultants have expertise in building integrated solutions, including off the shelf B2C and B2B integrations between Business Central and nopCommerce.

Stock availability is "live" updated through the website integration with the back-end Business Central system. Orders placed by customers are also integrated, automatically updating withing Business Central, ensuring a fast turn-around excellent service.

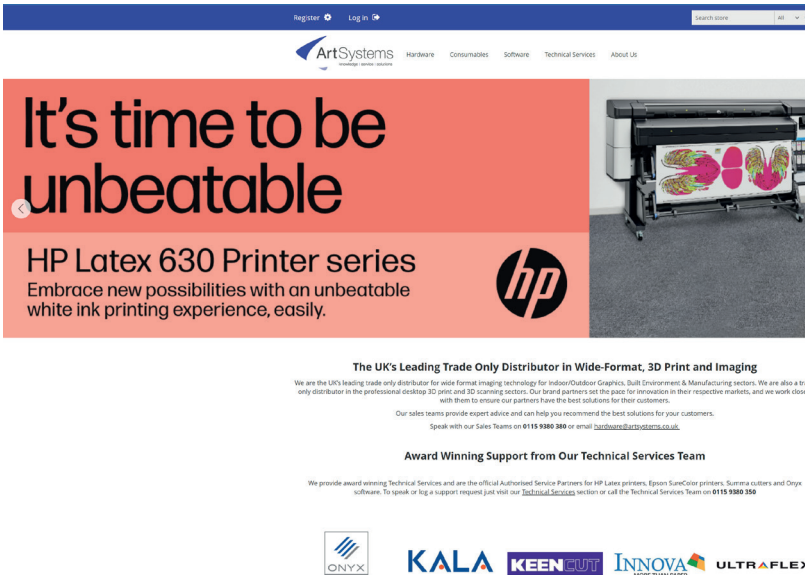
The closer integration with BC has also enabled us to expand access to account and customer services information for online customers via a customer portal. Customers can now check all their orders, back orders, credits notes and invoices. They can also obtain proof of delivery online via this dedicated portal. This again had increased the number of customers using the ecommerce platform.

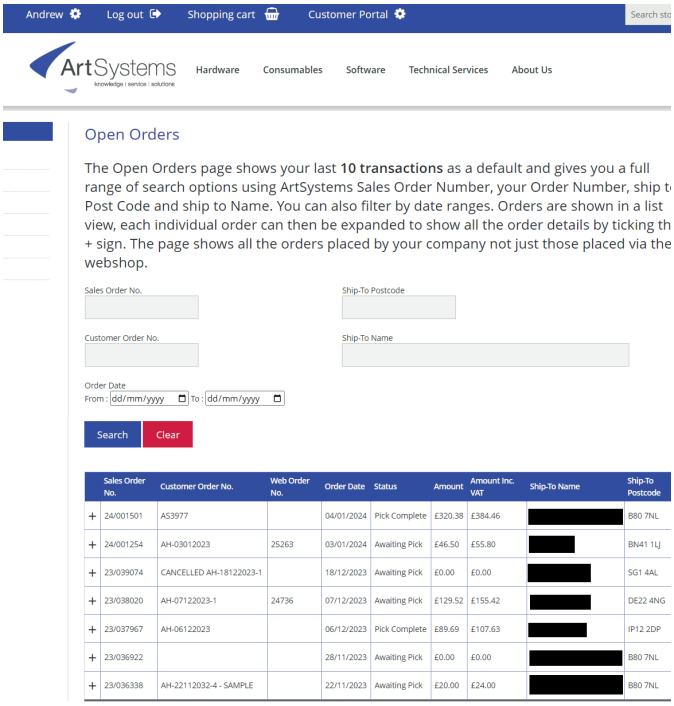
PROJECT SOLUTIONS

AS A COMPANY THAT WORKS SOLELY WITH TRADE, THE REQUIREMENT FOR BUSINESS TO BUSINESS (B2B) CAPABILITIES ON THE WEB PLATFORM IS A MUST. THE ABILITY FOR ART SYSTEMS' CUSTOMERS TO HAVE A PORTAL TO VIEW PRICING, PLACE ORDERS AND SEE A HISTORY WAS A KEY PART OF THE E-COMMERCE SOLUTION.

NOPCOMMERCE WEBSITE

The website itself is fully responsive, with a range of features such as filtering on products, marketing content and blog articles, based on the open-source nopCommerce platform. Based on Microsoft technologies, the ASP.net Core shopping platform has secure payment facilities, SEO tools, product tags and attributes and wide range of other modern features. Using this System, ArtSystems have a truly modern website connected to their cloud based ERP.





B2B PORTAL FEATURES

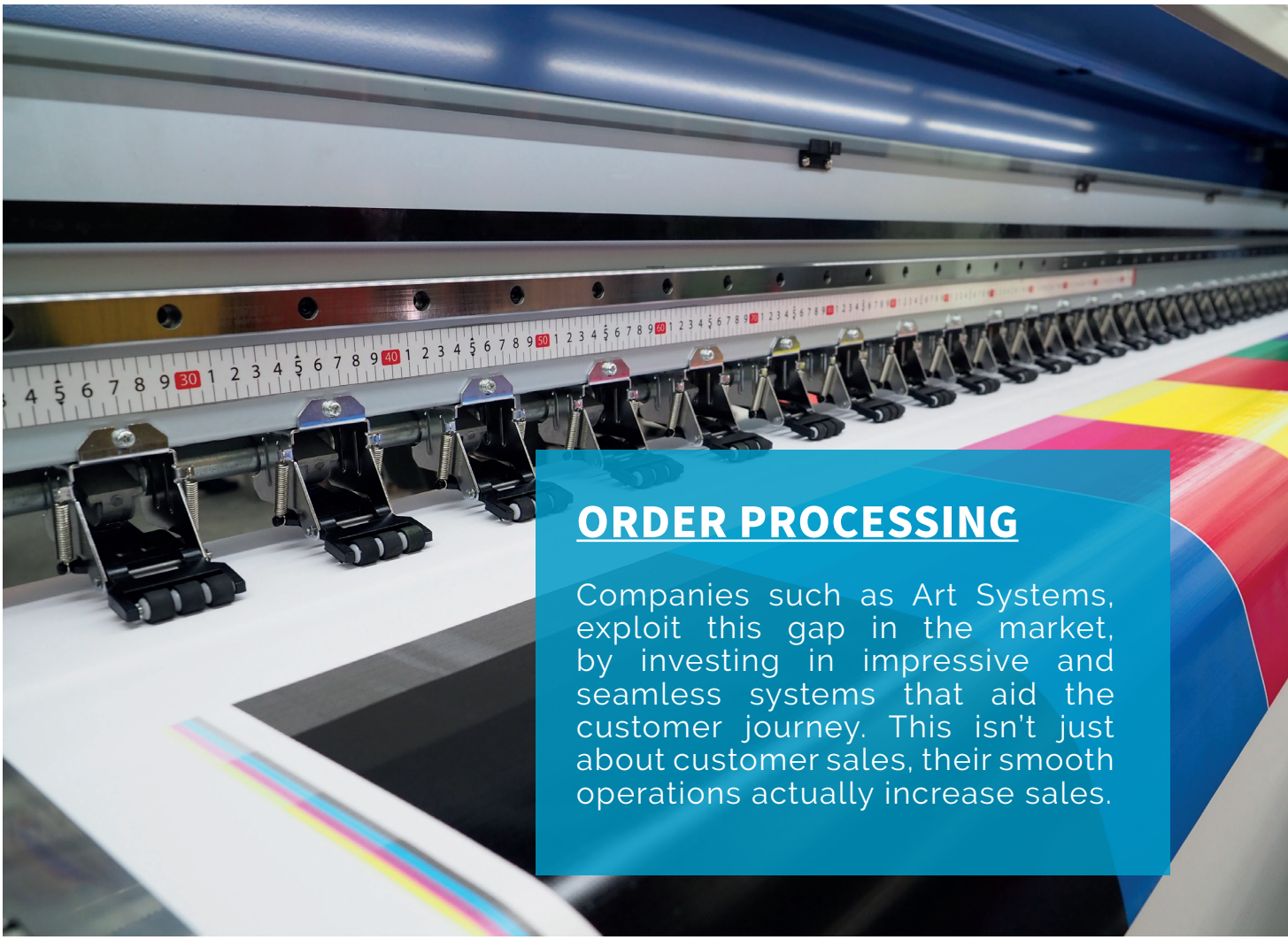
Customers require an account with art systems to make a purchase, and are able to log in to the website where they are able to add products from the site, including any special pricing that may apply to their account. Special prices are linked to their account based on the Business Central system.

From here, orders and payments can be made, and orders are automatically synched to the purchasing of the Business Central system.

CUSTOMER BENEFITS

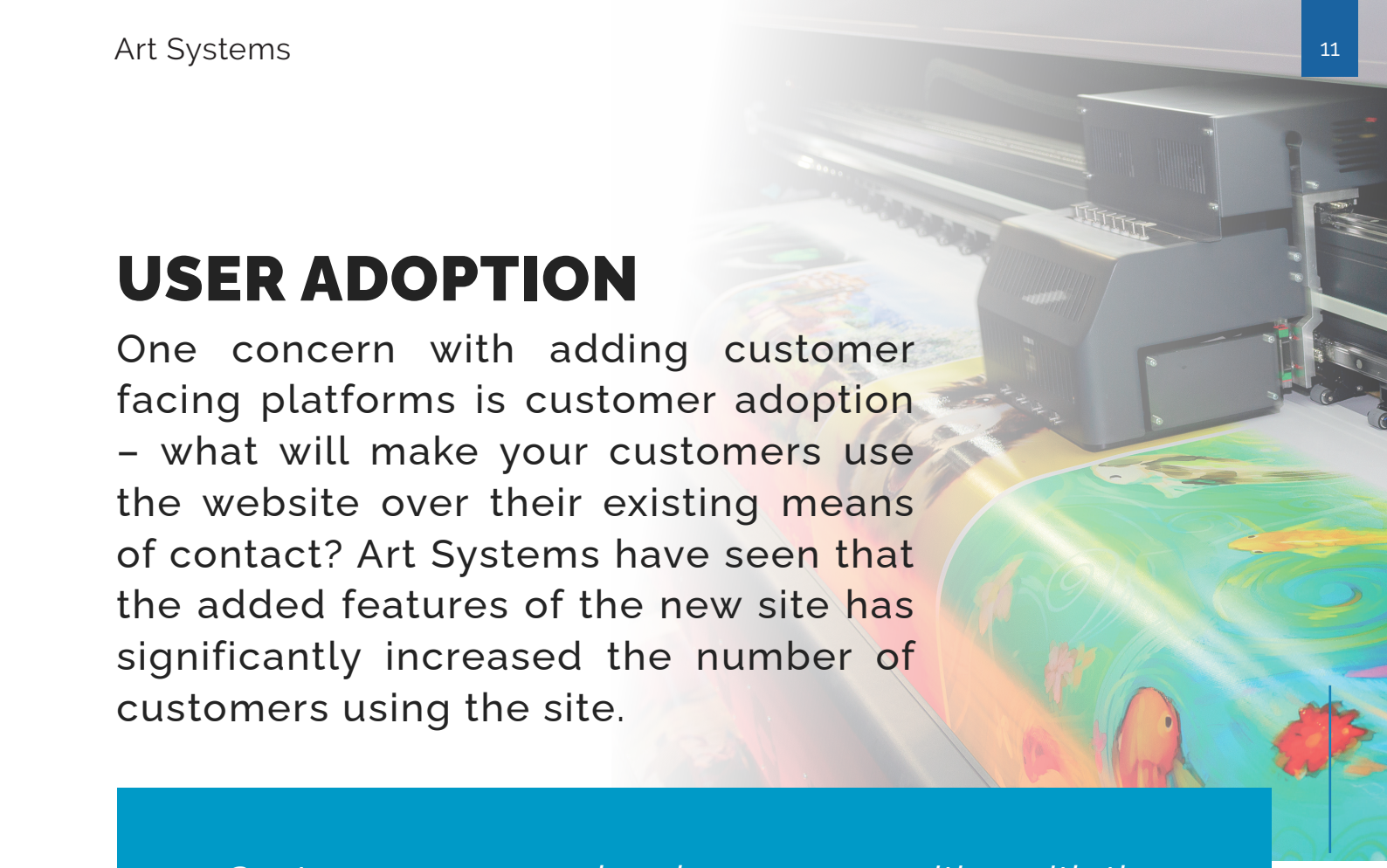
MAKING IT EASY TO BUY FROM

IT IS WELL KNOWN IN THE WORLD OF SALES ABOUT THE IMPORTANCE OF MAKING IT EASY TO BUY FROM YOU AS A BUSINESS. FOR COMPANIES THAT FOCUS ON CONSUMER SALES, THIS IS VERY OFTEN A MAJOR FOCUS FOR STRATEGY, WITH A LOT OF MONEY SPENT ON PERFECTING CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE. HOWEVER, IN THE WORLD OF BUSINESS TO BUSINESS (B2B) SALES, THIS IS OFTEN FORGOTTEN WITH THE FOCUS BEING PLACED ON THE OPERATIONS. IN THIS CASE, SYSTEMS ARE VERY MUCH SEEN AS AN OVERHEAD, LEAVING THE CUSTOMER EXPERIENCE LESS THAN OPTIMAL.



ORDER PROCESSING

Companies such as Art Systems, exploit this gap in the market, by investing in impressive and seamless systems that aid the customer journey. This isn't just about customer sales, their smooth operations actually increase sales.



USER ADOPTION

One concern with adding customer facing platforms is customer adoption – what will make your customers use the website over their existing means of contact? Art Systems have seen that the added features of the new site has significantly increased the number of customers using the site.

Customer response has been very positive with the increased reliability of the ecommerce site we have seen increased usage of the site by customers and over a 15% increase in revenues for online orders that saw us processing over 10,000 orders online to the value of £4million by the end of 2023.

ONGOING RELATIONSHIP

A key aspect to partnering with Dynamics Consultants is our investment in a long-term relationship. Our ongoing relationship with the team at Art Systems means that we can work together on providing the systems that they need as the business evolves.

Ongoing Support

Business Central and e-Commerce support from Dynamics Consultants offers a higher level of service than you might expect. This is because we don't separate pre-sales and post-sales; our sales, marketing and support are part of one team – Customer Success.

Our support team are on hand to help with any issues that may arise in general operations and gives the team the confidence that they will continue to provide the high level of service that their customers have become accustomed to.

Customer Management

Dynamics Consultants have built-in processes to ensure that we are working with our customers. Our customer management process means that we will continue to understand Art Systems as a business.

With their ongoing growth, we will continue to ensure that they have the right solutions in place to further their success.

"Working with Dynamics Consultants has not just been about having a software supplier. Their understanding of the work that we do has truly helped us with growing the business"

MOVING FORWARD

We hope that you have found this case study interesting and helpful. Please feel free to contact either company for more information on their services.

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