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How Microsoft Dynamics GP Users Can Succeed With ERP-Integrated Ecommerce

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The 2020 pandemic significantly impacted most businesses. The health crisis changed consumer behavior, created economic instability, and dislocated employees and B2B clients. As a result, ecommerce adoption became crucial for companies regardless of their size.

As remote work increased, most organizations struggled to sustain productivity and workflow while engaging customers in a predominantly online setting. However, innovative business solutions emerged to enable businesses to flourish in this evolving environment.

For instance, integrating ecommerce with Microsoft Dynamics GP allows companies the dexterity needed to meet the changing demands of B2B markets and deliver valuable insights into their complex needs.

B2B ECOMMERCE SALES

2 trillion in 2024

2.4 trillion by 2026

It's important to note that ERP-integrated ecommerce models were increasing even before the 2020 pandemic hit and will continue as the new standard. According to Insider Intelligence, approximately $2 trillion in B2B sales will occur on ecommerce websites in 2024, and that will rise to $2.4 trillion by 2026.

Recent data also indicates that the global ecommerce sales growth during COVID will continue through at least 2024. For corporate Microsoft Dynamics GP users, integrating ecommerce has become a must-have to attract customers and boost revenue.

This report will provide our latest insights into:

> The fundamental goals and benefits of integrating your ecommerce platform with your Microsoft Dynamics GP ERP platform.

> What the Microsoft Dynamics GP customer base can learn from the success of others.

> How to assess the strengths of ecommerce solutions in the context of operational systems.

> Ways of prioritizing your technology investment during competing pressures and market forces.

B2B ecommerce improves operations and service

With an integrated B2B ecommerce strategy, companies can boost their operational efficiency, break down barriers between departments, and enhance data quality for deeper analysis and insights. This improved understanding leads to better operating performance across the company, which helps employees increase their productivity and explore fresh ways to innovate new product lines.

Moreover, customers expect prompt responses to their inquiries, the ability to access up-to-date product availability and order statuses, and a speedy buying process through a user-friendly self-service portal. You must fulfill these expectations to deepen customers' trust and commitment to your company. A well-managed ecommerce platform helps you achieve that and significantly improves customer satisfaction and loyalty.
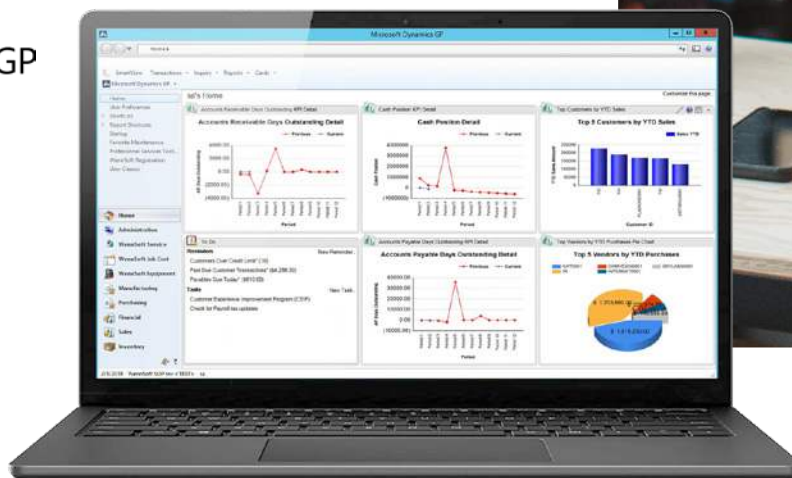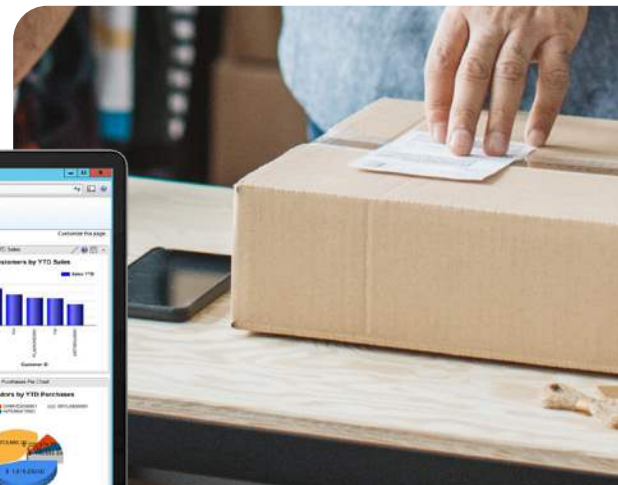
How companies are doing it right

What lessons can organizations new to modern B2B ecommerce learn from early leaders?

Example #1

Problem

An equestrian products retailer used a third-party solution to receive orders for their B2C platform. As a result, they had to download the orders and manually enter them into their Dynamics GP ERP solution. This was time-consuming and introduced the possibility of human error, resulting in expensive mistakes. The ordering process was also complex and difficult for their B2C customers to navigate, resulting in many abandoned carts.

Consequences

On top of human error, the retailer found it challenging to update their website. They also lacked the necessary SEO and marketing tools and had complex, inefficient checkout processes.

Solution

The company invested in a web sales platform optimized for both B2B and B2C and natively integrated with Microsoft Dynamics GP. This meant that orders and invoices were copied automatically between the ecommerce store and the ERP, along with routine data management tasks like pricing updates and inventory.

Result

Microsoft Dynamics GP ecommerce integration eliminated data management and manual order entry. As a result, the company was able to save time and money and prevent human errors. Orders were also picked, packed, and shipped faster, which increased customer satisfaction.

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Having the orders flow directly into GP allows us to scale as our direct-to-consumer sales grow.

Example #2

Problem

A wholesale distributor of printing materials had thousands of different SKUs siloed in multiple systems. They kept information in their Microsoft Dynamics GP ERP system, static PDFs, folders, Excel spreadsheets, and emails. While the Microsoft products had some connection, the rest did not. Sending all this information to their customers was a significant challenge due to the need for manually compiling it and relaying it via the phone or by email.
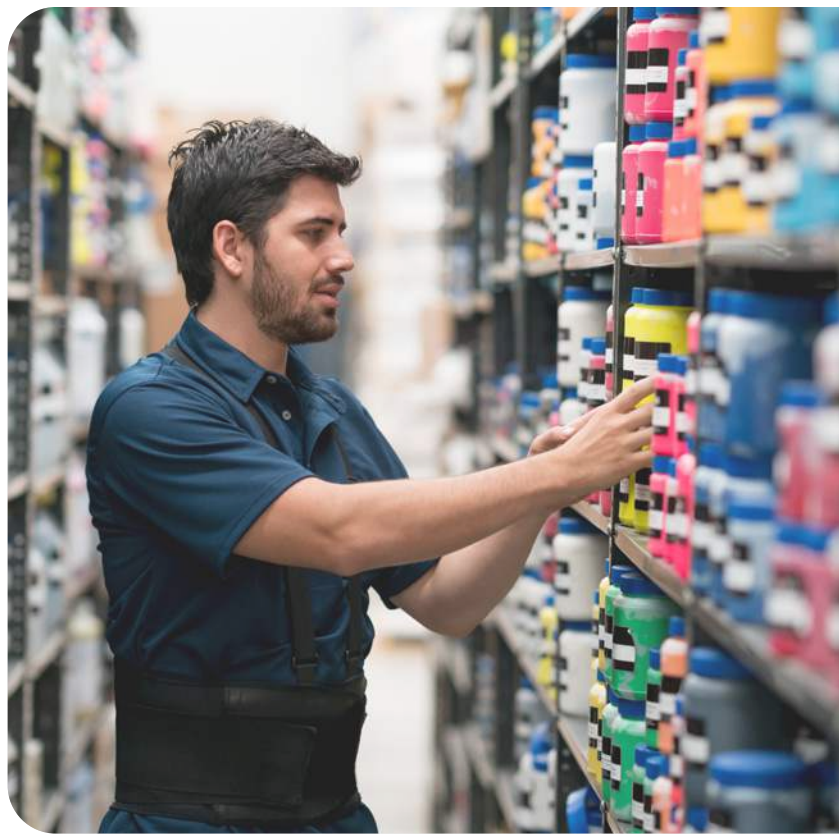
Consequences

The company and their clients had difficulty finding what they were looking for since the information wasn't stored in a central location.

Solution

The company invested in an ERP-integrated ecommerce solution that worked with Microsoft GP and helped them streamline their business, customer, and product data into a central location for quick, easy access.

Result

The organization significantly shortened its sales cycle by connecting all of their business modules. Customers had instant access to crucial information, such as in-depth product details, that would help them make the best buying decisions, making it much easier to close the sale.

Conclusion

Ensuring that crucial data flows seamlessly between a company's ecommerce websites and ERP software and that the system is scalable to handle rapid demand changes (increases and decreases) is vital for success.

Integrating ecommerce and enterprise resource planning software like Microsoft Dynamics GP provides a comprehensive business management solution that helps small to medium-sized companies manage their day-to-day operations with improved functionalities like:

> Financial management

> Accounting software

> Inventory management

> Supply chain management

> Project management

> Business intelligence

> Human resources management

> Payroll management

Choosing the right platform

Choosing the right B2B ecommerce platform is a pivotal step in your planning process. The right solution will help you address the various requirements of company departments and their distinct objectives. To evaluate the merits of different platforms, you need to consider the specific roles within your organization, including:

> **CEOs and top executives** who typically prefer a comprehensive solution that boosts profits while minimizing risks.

> **Finance departments** looking for a balance between reducing operational expenses and enhancing efficiency.

> **Finance and IT departments** that prioritize a secure, PCI-compliant system to protect critical data and infrastructure.

> **Marketing teams** needing a user-friendly content management system to simplify SEO and content creation.

> **Sales departments** that need access to real-time data from Dynamics GP ERP software to monitor stock levels and transactions, alongside features like live chat for direct customer interactions.

> **Sales and marketing teams** also need a self-service sales portal that drives revenue 24/7.

Launching your B2B ecommerce journey in difficult times

The 2020 pandemic and its economic repercussions created significant challenges for decision-makers regardless of whether their business was already in ecommerce, already exploring B2B ecommerce opportunities, or had to adapt quickly to a rapidly changing situation.

When facing changes, it's crucial to consider the specific needs of different stakeholder groups within your company, including executive leadership, marketing, sales, finance, and IT. Keep in mind the key factors that impact success as you evaluate your options:

> Opt for an ERP-integrated solution that aligns with the business needs of your company.

> Pay attention to the human element within your company. For example, you can adjust sales and revenue goals to reduce employee stress, which can motivate your workforce while ensuring productivity.

> Ensure access to data for in-depth analysis, which is critical for gaining insights into your business operations.

> New tech investments should further your company's overarching goals for cloud integration to enhance customer service and optimize business processes.

The pandemic turned business upside down and completely rewrote the concept of what is business as usual. However, it also presented the entrepreneurial spirit a unique chance to embrace changes that forge the path forward to new growth.

Ready to discuss your project?

We'd like to learn more about your ecommerce project so get in touch with one of our experts!

Book a call today ›

About us

k-ecommerce is mdf commerce's platform for SMBs, providing all-in-one ecommerce and digital payment solutions integrated to Acumatica, Microsoft Dynamics, SAP Business One. k-ecommerce simplifies and accelerates online growth, offering a complete omnichannel ecommerce solution supporting both B2B and D2C engagement.

Strengthening our market position

By combining k-ecommerce and Orckestra, mdf commerce is strengthening its market leadership position in the digital commerce landscape.

› The Orckestra headless commerce platform is designed to serve the complex needs of enterprise-level retailers and global brands as they unify omnichannel operations and shopping experiences online or in-store.

› k-ecommerce provides SMBs with intuitive, all-in-one ecommerce and digital payment solutions that seamlessly leverage ERP data for automation, security and speed.

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