



Sonee Hardware deployed Dynamics 365 for Sales and carried out Integration between CRM and ERP using KingswaySoft.

About Sonee Hardware:

Founded in 1970 in the Maldives, Sonee Hardware has been a forerunner in setting innovative trends in the Maldivian hardware retail arena. Dealing in hardware & building materials, Sonee Hardware is, by all means, a true leader in the hardware market, dedicated to providing the best buying experience to customers. Driven by its own motto “your favorite hardware store” Sonee Hardware has everything it takes to be the perfect business organization in its realm of operation.

Today, Sonee Hardware has a total of 7 world-class outlets, including ‘Sonee Hardware Professional’ and ‘The Scene’. Sonee Hardware Professional is dedicated to catering to the professionals in the industry. ‘The Scene’ offers complete bathroom & wellness solutions along with premium kitchenware and designer home décor accessories. For more information, please check here <https://sonee.com.mv/>

Business Challenges:

For any retailer, customer retention and database are an important part. In this case, identifying and understanding your leads is a crucial part of improving any lead management process. Before you can take any other action, you need to determine who your potential buyers are, as well as your ideal customer. This will shape your lead management strategy. Sonee Hardware used conventional and manual ways like excel sheets, spreadsheets to manage their sales pipeline. But this made the process difficult for the staff.

Moreover, like any other retailer, the client was using Magnolia ERP software to take care of after-sales processes. However, the CRM team lacked enough information about Accounts, Contacts, Products, Units, Currency Conversion current prices, stock items, inventories, payment invoices. An integration was essential to making this all seamless.

Apart from these, they also were facing issues in analyzing data since no tool was available at their disposal to deliver an overview of won and lost opportunities and orders customer wise and segment-wise.

Solution Delivered:

Firstly, CloudFronts team set up Dynamics 365 for Sales for carrying our lead management process from Lead → Opportunity → Quote → Order and thereby streamlining the pipeline management.

Once the set up was complete, an integration process was initiated between Dynamics 365 for Sales and Magnolia ERP using KingswaySoft, an integration tool which integrated standard entities between the two systems. The tool allows for out of the box bi-directional integration between the ERP entities and the CRM entities such as Customer, Invoices, Sales Orders and Items

In order to connect disparate data sets and enable powerful analytics and reporting features for Sonee Hardware, Power BI was deployed.

Key Technologies:

1. Dynamics 365 for Sales
2. Magnolia ERP
3. KingswaySoft
4. Power BI

Post Go Live:

Since Go-live on 19 September 2019, the client has reported the following benefits: Dynamics 365 for Sales now allows users to manage their sales processes from beginning to end, from lead generation and pipeline management, to account management and reporting.

Integration between Dynamics 365 for Sales and Magnelio ERP has increased business efficiency by keeping the two systems in sync and have greater transparency.

The Power BI report now gives an overview of store data segment-wise, customer wise and product-wise. This is also helping the client to analyze their data to enhance customer relationships apart from enabling Sonee Hardware team to have a competitive edge with dashboard facilities and real-time customer insights.

Connect with us!

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