

Customer Success Story – Tinius Olsen’s Shopify Integration with D365 Finance and Operations

One of the world’s foremost specialist manufacturers and suppliers of static tension Tinius Olsen partnered with CloudFronts to implement Shopify Integration with D365 Finance and Operations.

About Tinius Olsen:

Having built up a legacy for over 140 years in the field of testing machine manufacturing, Tinius Olsen is a Horsham, PA headquartered, one of the world’s foremost specialist manufacturers and suppliers of static tension and/or compression materials testing machines for all industry sectors.

You can explore unique facts about Tinius Olsen at www.tiniusolsen.com

Business Challenges:

Tinius Olsen aimed to implement an e-commerce platform for online sales and required seamless integration with their ERP system, Dynamics 365 Finance and Operations.

Solution:

To address these challenges, Tinius Olsen opted for an integration solution leveraging the capabilities of Shopify and D365 F&O:

1. Shopify-D365 F&O Integration: Implementation of integration between Shopify and D365 F&O facilitated data exchange for online sales management.
2. Order Tracking: Enabled tracking of online orders from Shopify to D365 F&O, ensuring smooth order processing and fulfillment through the ERP system.
3. Product Creation: Implemented a mechanism to create and manage products in Shopify directly from D365 F&O, ensuring consistency and accuracy in product data across platforms.
4. Inventory Sync: Implemented synchronization between D365 F&O inventory data and Shopify, ensuring that inventory levels are up-to-date and accurate for online customers.
5. Customer Creation: Automated the process of customer creation and management, ensuring seamless integration between Shopify and D365 F&O for enhanced customer service and order management.

Key Technologies:

1. Dynamics 365 Finance and Operations
2. Shopify: The e-commerce platform utilized for building and managing the online sales platform, offering features for product management, order processing, and customer engagement.

Post Go-live:

1. By successfully integrating Shopify with Dynamics 365 Finance and Operations, Tinius Olsen achieved significant improvements in operational efficiency, customer service, and sales performance:
2. Streamlined Operations: Automation and synchronization of key processes such as order management, inventory management, and customer creation streamlined operations and reduced manual effort.
3. Enhanced Customer Experience: Seamless integration facilitated smoother order processing, timely order fulfilment, and accurate product information, leading to improved customer satisfaction.
4. Increased Sales Opportunities: With an efficient online sales platform integrated with the ERP system, Tinius Olsen capitalized on new sales opportunities and expanded its reach to online customers.
5. Scalability and Growth: The scalable nature of the integration solution allowed Tinius Olsen to adapt to changing business needs and accommodate future growth.

Conclusion:

The successful integration of Shopify with Dynamics 365 Finance and Operations empowered Tinius Olsen to initiate on a digital transformation journey, enhancing its online sales capabilities, improving operational efficiency, and delivering superior customer experiences.