

CASE STUDY

Customer: Totally Nourish
www.totallynourish.com

COMPANY PROFILE:

TOTALLY NOURISH IS A WEBSITE DEDICATED TO VITAMINS, MINERALS AND SUPPLEMENT PRODUCTS AND ADVICE AIMED DIRECTLY AT THE END CONSUMER.

BUSINESS CHALLENGES:

THE CHALLENGE WAS TO IMPLEMENT A BRAND NEW FULLY FUNCTIONAL E-TRADING WEB SITE WHICH WAS INTEGRATED WITH NEW BACK END FINANCIAL AND DISTRIBUTION SOFTWARE. FROM GO-LIVE THERE HAD TO BE LINKS WITH OTHER ASSOCIATED WEB SITES THAT ALLOWED CROSS REFERENCING OF USER LOGINS TO GIVE SPECIAL MEMBERSHIP DISCOUNTS.

SOLUTIONS:

- INTEGRATED SOLUTION WITH MICROSOFT DYNAMICS NAV
- INTEGRATED TO AUTOMATED BARCLAYCARD CARD PROCESSING
- CUSTOMER RELATIONSHIP MANAGEMENT INTEGRATION INTO BACKEND DYNAMICS

Totally Nourish was already implementing Microsoft Dynamics NAV for their backend financial system and they needed an integrated website to keep up with the growth of the company and the complete change of their marketing image.

Using the latest Microsoft technology of ASP.net and SQL Server, Manor Quarry implemented a solution that is completely integrated to Totally Nourish's Microsoft Dynamics backend. This gives instantaneous flexibility to change the web shop layout and menu structure together with product information and offerings.

Totally Nourish decided to use Barclaycard Business MPI (Merchant Payment Interface) to process credit cards and this was seamlessly integrated into the web site.

While all customer details are securely held on the web site, all the information is transferred back to the Dynamics backend to give them comprehensive CRM (Customer Relationship Management) functionality. When customers register, the system automatically checks the database to prevent the duplication of user accounts.

To help lower costs and make processing as efficient as possible, Manor Quarry implemented a system where from internet order to warehouse processing, there is no human intervention required; the system automatically creates sales orders, checks stock and prints out the picking note. Once the goods are dispatched, the system completes the financial transaction by taking the payment from the credit card, and then posting all financial and stock changes.



Totally
nourish*

manorQuarry