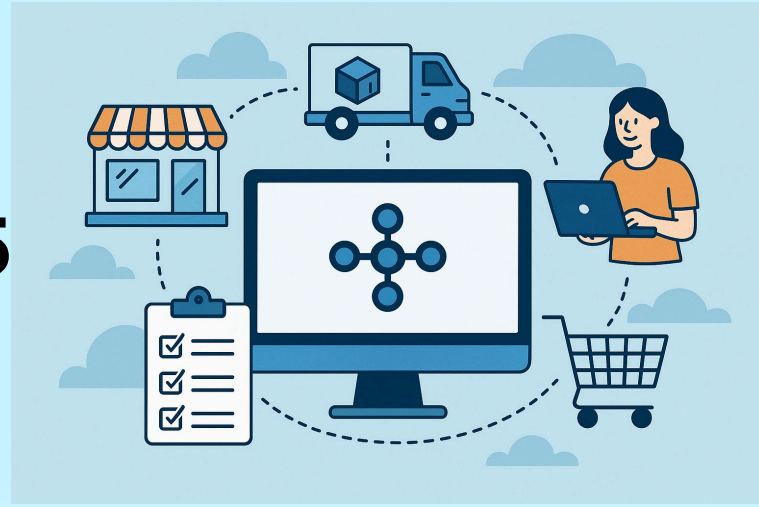


Retail Integration with Dynamics 365 Business Central



Project Summary

Status: Completed

Implemented Microsoft Dynamics 365 Business Central integrated with Shopify and POS systems for a fashion retailer. The solution enabled real-time sync of inventory, orders, and returns across online and in-store channels improving stock accuracy, streamlining operations, and delivering a seamless omni-channel shopping experience.

Challenges:

- ✓ **Inventory Synchronization Issues:** Inventory was not updated in real-time between Shopify and physical stores, resulting in frequent overselling and stockouts that impacted sales and customer satisfaction.
- ✓ **Fragmented Sales and Returns Processes:** Sales orders and returns were managed separately across platforms, causing delays, manual errors, and poor visibility into transaction status.
- ✓ **Disjointed Financial Reporting:** Financial data was scattered across systems, making it difficult to accurately track sales revenue, returns, loyalty discounts, and payment fees by sales channel.
- ✓ **Independent POS and E-Commerce Systems:** POS systems operated separately from Shopify, leading to inconsistent customer information and increased manual reconciliation efforts.
- ✓ **Limited Sales Analytics and Insights:** Without a centralized data source, leadership lacked actionable insights into product performance, customer behavior, and store profitability.
- ✓ **Scalability Constraints During Peak Periods:** Existing systems could not efficiently handle high sales volumes during peak seasons, causing slowdowns and operational bottlenecks.

Solutions:

- ✔ **Real-Time Inventory Synchronization:** Business Central integrated directly with Shopify and POS systems to enable instant updates of inventory levels across all sales channels. This eliminated overselling and stockouts by ensuring accurate, real-time stock visibility.
- ✔ **Consolidated Sales and Returns Management:** Business Central centralized order and return processing from all platforms, reducing manual errors and delays while providing clear visibility into transaction status and improving customer experience.
- ✔ **Unified Sales & Purchasing Processes:** Connected sales and procurement in one system. Used approval workflows for high-value transactions and allowed mobile teams to confirm deliveries and auto-generate invoices eliminating delays and improving field team efficiency.
- ✔ **Integrated POS and E-Commerce Systems:** Custom connectors and built-in integration tools brought POS and Shopify data together within Business Central, ensuring consistent customer information and simplifying reconciliation processes.
- ✔ **Comprehensive Sales Analytics and Insights:** Leveraging Business Central's integration with Power BI, the business gained centralized, actionable insights into product performance, customer behavior, and profitability by channel and store, supporting data-driven decision-making.
- ✔ **Scalable System for Peak Periods:** Business Central's cloud infrastructure and optimized workflows ensured reliable performance under high transaction volumes, effectively managing peak season sales without slowdowns or bottlenecks.

Tech Stack:

ERP: Microsoft Dynamics 365 Business Central (Cloud)

E-Commerce: Shopify

Integrations: Shopify Connector, custom middleware (Anveo, Zetadocs)

Analytics: Microsoft Power BI + Business Central Connector

Hosting: Microsoft Azure

Payments: Shopify Payments, Stripe, Card Terminals

Results:

- ✔ **Improved Inventory Accuracy:** Real-time sync reduced stockouts and overselling, enhancing order fulfillment and customer satisfaction.
- ✔ **Faster Sales & Return Processing:** Centralized order management led to a 40% reduction in processing time and manual effort.
- ✔ **Accurate Financial Reporting:** Unified data enabled timely, channel-specific financial insights and simplified reconciliation.
- ✔ **Consistent Customer Data:** POS and Shopify integration ensured clean, centralized customer records.
- ✔ **Actionable Business Insights:** Power BI dashboards provided clear visibility into sales, returns, and profitability by channel.
- ✔ **Scalable Operations:** The system handled peak-season volumes smoothly, with no downtime or performance issues.