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CASE STUDY

How Navigloo Streamlines Order Management With a Complete Integration to Acumatica.

navigloo BY **TEMPO**

Navigloo started as a family business and has been a trusted provider of winter watercraft protection solutions in Quebec for more than 50 years. Their patented technology offers complete weather protection for multiple types of watercrafts, including sailboats, pontoons, and fishing runabouts. They have since been acquired by Quebec-based company Abris Tempo, a leading designer and manufacturer of car shelters.

Navigloo prides itself on providing easy-to-use, cost-effective products that give its customers peace of mind and save them time. Its products are revolutionizing watercraft protection and are four times cheaper than shrinkwrap, extremely durable, assemble without tools, and can be stored in limited space when not in use.

When it came time to find an ecommerce platform for their online store, Navigloo was looking for a solution that offered the same benefits.

Up until this year, they took orders online through a shopping cart feature, but it lacked synchronization with Navigloo's ERP. This meant that someone from Navigloo's team had to manually enter orders in the ERP as they came through the shopping cart.

Navigloo wanted an ERP-integrated ecommerce solution, that would seamlessly integrate with Acumatica to automate order processing while maintaining low and predictable expenses. They explored various options, each offering different levels of cost and complexity.

Direct integration from k-ecommerce helped Navigloo create streamlined order management that sped up processing times and reduced the operational burden of online sales.

Challenges

Navigloo already had an online store, but without an ERP integration, it resulted in time-consuming manual order processing that required hand-transcribed orders. And hand-transcribing resulted in a higher potential for human error and delays in order processing.

They needed an ecommerce solution that **integrated directly with Acumatica Cloud ERP** to enable more streamlined order management.

In particular, Navigloo wanted an ecommerce solution that could:

> Integrate with Acumatica Cloud ERP.
> Offer cost-effective and predictable pricing.
> Provide a personalized and human-centric support team to assist with onboarding and maintenance.
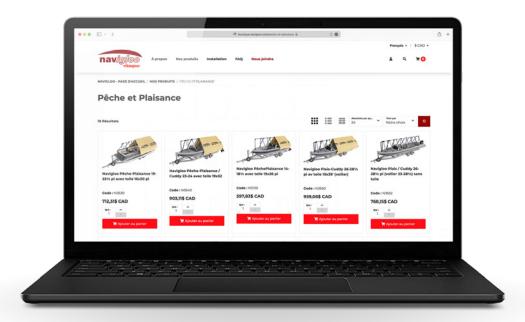
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> *"We chose k-ecommerce because it doesn't rely on an API, eliminating the need for custom development with its unpredictable costs. This simplifies communication with our supplier and ensures a lower price."*
>
> **Richard Boisclair, President and CEO**

Solution

Navigloo chose k-ecommerce as its ecommerce platform after comparing it to multiple other options that required an API to facilitate the ERP integration.

While using an API gets the job done, it involves adding more stakeholders, which can increase the mental burden of managing multiple vendors. Over time, adapting and managing an API integration leads to unpredictable pricing and can even cause expenses to rise over time. With k-ecommerce's direct ERP integration, Navigloo could achieve the same results without the added costs and stakeholders.
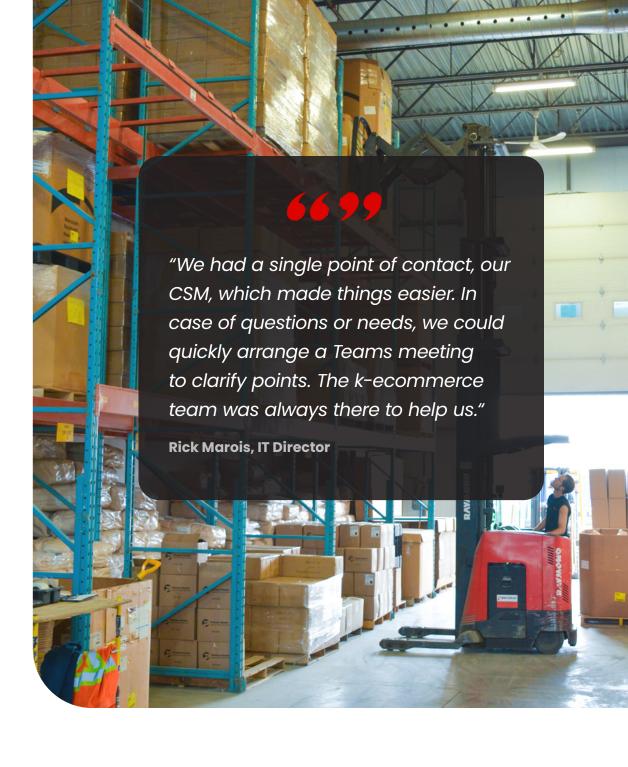
What set us apart

For Navigloo, using an API-powered integration would mean higher costs and a more complicated implementation. Since k-ecommerce provided a direct Acumatica ecommerce integration through its Sync Technology, it was the best fit for Navigloo's business needs.

> Seamless integration between online store and ERP.
> Faster order processing.
> Reduced manual tasks for online purchases.
> More than 150 mapped fields with Acumatica ERP for easier setup.
> Cost-effective implementation and predictable pricing.
> Dedicated point of contact for deployment, support, and maintenance.

"We had a single point of contact, our CSM, which made things easier. In case of questions or needs, we could quickly arrange a Teams meeting to clarify points. The k-ecommerce team was always there to help us."

Rick Marois, IT Director

How k-ecommerce Helped Navigloo Streamline Order Management

k-ecommerce's **direct integration with Acumatica** gave Navigloo the streamlined experience it needed to get its new online store up and running in time for peak season.

Acumatica ecommerce integration

k-ecommerce integrates directly with Navigloo's ERP to allow for automatic order processing from their online store.

No problems related to API management

The ability to enable ERP integration without an API simplified the implementation process for Navigloo and allowed them to reduce upfront costs.

Fast and easy implementation

Compared to other platforms, k-ecommerce had more mapped fields, which meant that Navigloo could launch its store quickly and without spending extra time building custom fields.

Predictable pricing model

k-ecommerce's pricing includes testing, maintenance, technical support, and updates, making it a predictable and cost-effective solution for a small seasonal business.
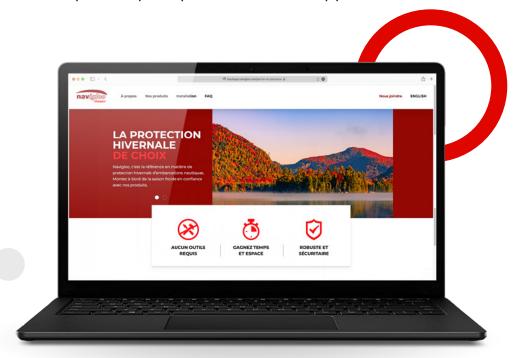
Streamlined order management

k-ecommerce's direct integration with Acumatica means information is automatically updated in both systems, which reduces manual tasks and human error.

Increased efficiency and time savings

Automating order processing with k-ecommerce creates significant time savings for Navigloo's team, allowing staff to focus more on effective management and growing the business.

Accessible customer support

The k-ecommerce team was consistently available to Navigloo during the implementation process and provided a dedicated contact in its timezone to provide prompt and effective support.

Results

Navigloo already had a shopping cart, but working with k-ecommerce allowed the company to continue selling through its website without the added manual work of exporting orders to its ERP.

Before using k-ecommerce to connect the website to its ERP, Navigloo's team had to export online orders into the ERP and process payments twice a day. Relying on manual imports and exports slowed down order processing times and created ongoing frustration for their team.

Navigloo needed an ecommerce platform that integrated with their ERP.

However, providers like Shopify and BigCommerce used API-powered integrations, which would mean added complexity, high upfront costs, and unpredictable expenses. As such, an API integration wasn't the right fit for Navigloo's business needs or budget.

Instead, it needed a simple integration with predictable pricing and reliable support. By choosing k-ecommerce, Navigloo successfully integrated **its website with Acumatica**.

Navigloo's implementation process was easier because k-ecommerce offers more than 150 fields mapped to their ERP and transparent pricing that includes testing, support, and updates.

With k-ecommerce, Navigloo was able to quickly set up its ecommerce and ERP integration to launch the new online store in time for their busy season.

With the success of Navigloo's new online store, the team is now considering implementing k-ecommerce with its subsidiary brands to streamline operations further and improve order processing times.

In the first month after launch, they've processed **500+ ORDERS**

Online store up and running within **60 days**

ROI in less than 30 DAYS

Since implementation, *all orders* **have been automated without processing errors or delay.**

About k-ecommerce

k-ecommerce is mdf commerce's platform for SMBs, providing all-in-one ecommerce and digital payment solutions integrated to Microsoft Dynamics, SAP Business One and Acumatica.

k-ecommerce simplifies and accelerates online growth, offering a complete omnichannel ecommerce solution supporting both B2B and D2C engagement.

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