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## Boddingtons Nets Success with Website Sales Integration

### The Client

**Boddingtons Limited** is a leading manufacturer and converter of specialised thermoplastic films, meshes and nets. Based in Maldon, Essex, the company has manufacturing and sales operations in the UK, Germany, USA, China, and Australia and offer products to over 60 countries worldwide.

Boddingtons work with a wide range of industries and markets including construction, civil engineering, forestry, gardening, and ground reinforcement – with products designed to protect a diverse range of items from pipelines and construction workers to trees, grass and plants.

They have developed an enviable reputation for offering quality and affordable products as well as tailor made solutions to unique requirements. Boddingtons are approved to 'ISO9001:2008'.

### The Challenge

Boddingtons has an existing e-commerce enabled website which its customers use to place orders on, and also sells products via EBay. The success of both sales channels meant administration staff were receiving large numbers of orders that had to be manually entered into the Dynamics NAV ERP system. To enable the continued growth in web sales and maintain efficiency within the organisation, Boddingtons asked Adept Software to engage in a project to provide integration between the systems. The brief was to integrate sales orders between EBay and the e-commerce website, and make live stock information from Dynamics NAV available on the e-commerce website.

Rob Jackson, Commercial Manager for Boddingtons said "what we needed was an easy to use, fully integrated system that improves both staff efficiency and our customer service"

### The Solution

Working closely with Rob Jackson and James Rowlandson, Marketing Manager for Boddingtons, Adept held initial discussions to outline the scope of work. These were followed by in depth workshops to fully understand the business process and data requirements of each system and each step of the two integrations.

Adept quickly identified two key challenges that needed to be addressed to ensure the project was a success,

- Firstly, Boddingtons had incompatible stock references between Dynamics NAV and their e-commerce website which Adept was able to resolve by writing logic allowing one reference to be converted to the other for compatibility,

## Case Study.



- And, secondly, there was no existing data exchange automation from the website. Adept was able to resolve this by sourcing a 3<sup>rd</sup> party application on behalf of Boddingtons.

Throughout the project, Adept's aim was to

- Make the integrations as user friendly and as seamless as possible.
- Ensure orders placed on either website appear in Dynamics NAV without user intervention.
- Ensure tasks are seamlessly communicated to the appropriate department without intervention, including sales order processing, payment and despatch functions.
- Provide alerts and meaningful information to the relevant personnel in the unlikely event an error occurs during the integration process.

"With the project now running successfully, Boddingtons can continue to promote the growth of its web sales, secure in the knowledge that the resulting orders are being dealt with in the most efficient and streamlined way possible." said James Rowlandson

### The Outcome

Boddingtons is now seeking to further enhance its business processes using Dynamics NAV. A project to improve manufacturing agility by implementing the Dynamics NAV Manufacturing module has been initiated, as has a second project to bring the benefits of NAV to its international companies. Adept Software are providing consultancy for both projects, and also provide ongoing system support when required, on a pay-as-you-go basis.

"We could not have achieved this growth without the support and expertise of Adept Software. Their understanding of our business, our requirements and focus on delivery means we will continue to work with them as we grow." said Rob Jackson.