i95 Dev

Drive your ideas...

Next Generation E-commerce Company

Driving Innovation and Efficiency in the World of Dynamics with E-commerce and Integration

i95Dev is a next generation e-commerce company specializing in designing, developing and maintaining B2B/B2C omni-channel e-commerce solutions for Dynamics ERP systems. We started our journey in 2000 with four dedicated individuals, offering software and web development services and eventually found our niche in e-commerce and Integration.

Today we are a family of 140+ talented and experienced professionals and one of the leading systems integrators supporting complex e-commerce integrations with various ERPs, POS, CRM, Accounting, Mobile and Social Applications. We are Microsoft and Magento partners and world leaders in Magento and Microsoft Dynamics ERP integration. Ahead of our competition, our products are ready for Dynamics 365.

We have 150+ clients across industries, who swear by our expertise, support and the willingness to go the extra mile.

Vanit Kumar

Founder and CEO

A technology enthusiast to the core, Vanit Kumar, holds a Bachelor's degree in Computer Science from one of the premier institutes in India. In his career spanning over 20 years, Vanit has been part of multiple entrepreneurial initiatives in E-commerce, IT, Telecommunication and Real Estate verticals.

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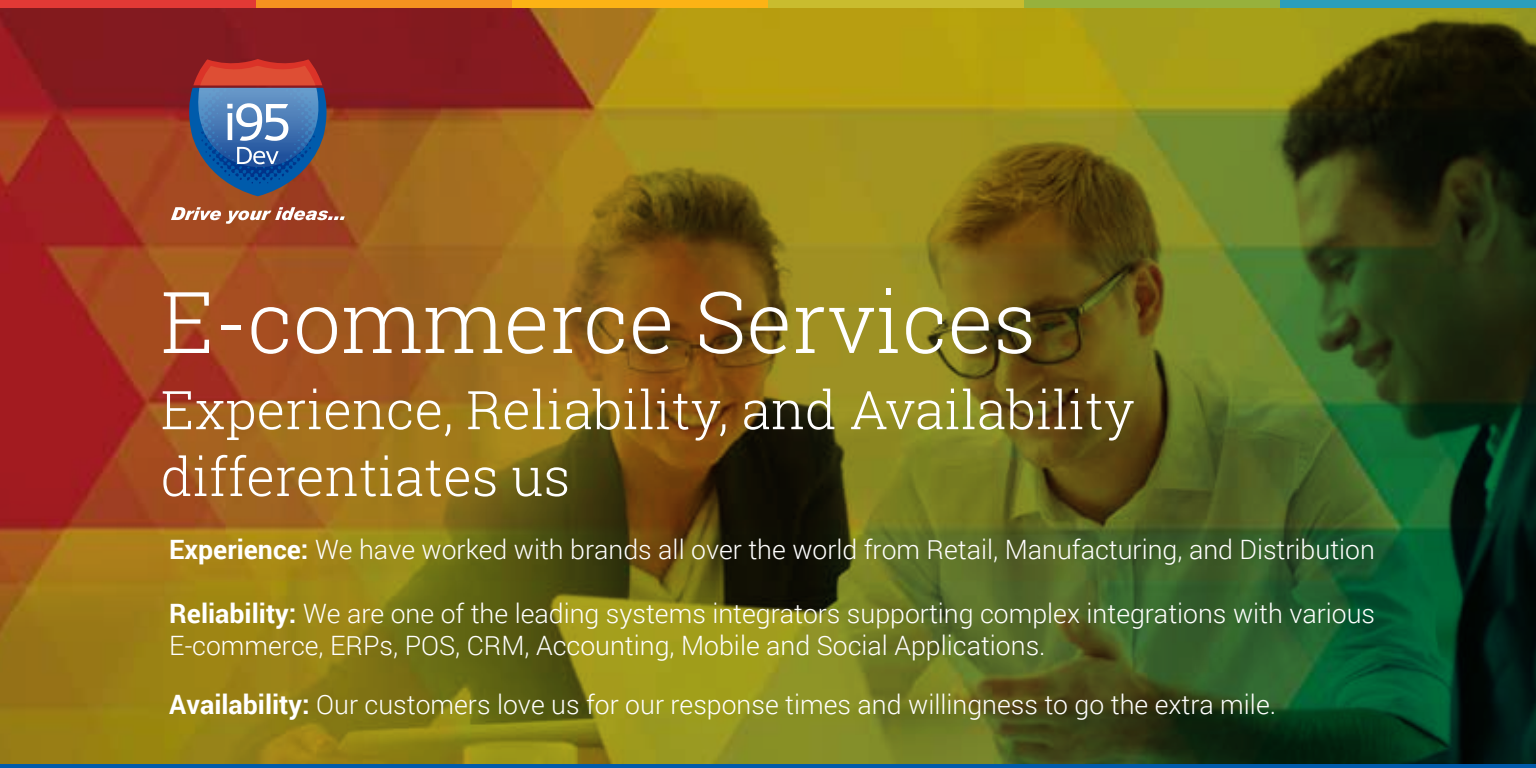


E-commerce Services

Experience, Reliability, and Availability differentiates us

Experience: We have worked with brands all over the world from Retail, Manufacturing, and Distribution

Reliability: We are one of the leading systems integrators supporting complex integrations with various E-commerce, ERPs, POS, CRM, Accounting, Mobile and Social Applications.

Availability: Our customers love us for our response times and willingness to go the extra mile.

Design & Development

Reduce risks, improve time to market, and stand out from the competition by leveraging our e-commerce expertise and experience across industries.

B2B

Fast track your business to e-commerce success with our multi-channel and feature rich e-commerce solution designed for B2B businesses and powered by Magento.

System Integrations

Increase sales, automate workflows, streamline business processes and drive customer experience with e-commerce, ERP, CRM, POS, and Marketplace Integrations.

Migration and Uprades

Take advantage of our experienced resources to migrate from your existing e-commerce cart to an integrated e-commerce store.

Digital Marketing

Leverage our SEO, SEM, Social Media Marketing, Email Marketing, and Affiliate Marketing capabilities to build your brand and better reach customers.

Business Intelligence

Put your business data across systems into action to better understand your customers, drive marketing & sales campaigns, and improved decision-making.

Audit and Optimization

Improve the performance of your e-commerce store by following recommendations in our comprehensive and detailed audit report or let us do the work for you.

Server Administration

Reduce costs without compromising on your e-store performance by leveraging our server administration capabilities – optimization, monitoring and maintenance.

Managed Support

Keep your business competitive and profitable while staying in control with our experienced and certified e-commerce professionals to manage your e-commerce operations.

ProAudioStar

ProAudioStar is New York's largest independent retailer of professional audio and DJ equipment, keyboards, guitars, and wide range of other instruments. Located in the heart of the Brooklyn music scene since 2006, ProAudioStar sells its products across multiple channels including its e-commerce store, eBay, and Amazon.

Challenge

ProAudioStar's eBay store was very popular and generated a lot of orders for them. However, managing sales across multiple channels was a tedious process for COO Rob Blatt and his entire team.

> *I would wake up at 5:00 AM every morning to check all eBay orders and make sure everything is in place. It would take me anywhere between 2-3 hours to ensure all orders are transferred back to the Dynamics GP system for fulfilment. It was extremely tedious, and the margins for (human) error were high, despite my best efforts.*

ProAudioStar also had to ensure:

- Accurate inventory levels in eBay and Magento stores to avoid getting penalized for selling out of stock products
- Timely fulfilment of orders to stay competitive and drive an optimal customer experience
- Customers were accurately informed about shipping and order status to maintain seller rating on eBay

In 2012, as ProAudioStar prepared their business for high sales growth, they searched for a solution to help them sell and manage products across multiple channels and streamline their inventory management and fulfillment processes.

They worked with a cloud based integration solution, but the "one size fits all" solution didn't offer the flexibility they needed. ProAudioStar then partnered with i95Dev to build an integration between their eBay store, Magento e-commerce store and Microsoft Dynamics GP.

Outcome

i95Dev worked with ProAudioStar to understand their requirements and developed a customized three-way integration solution between their eBay, Magento and Dynamics GP ERP systems, incorporating their existing workflows and processes.

As a result, irrespective of where the order was placed (eBay or e-commerce), the order information was immediately synced back to the ERP system for fulfilment. i95Dev further extended this setup to support SalesPad and include UPS WorldShip into the integration framework.

> *After a long time I woke up late at 6:00 AM and again went to sleep because I had nothing to do. I can't tell you how refreshing it is to be able to sleep in a little, and know that the eBay store orders are being processed much more quickly, and with 100% accuracy.*

The integration helped ProAudioStar not only streamline their inventory management and fulfilment process, but also drive operational efficiency by eliminating redundant and manual processes.

- In the first 3 months, reported a 67% increase in boxes shipped per day.

- Earned 17,476 positive ratingsfor shipping time, a direct result of the integration.

- Become a top rated seller on eBay - meaning more visibility, and reduced commissions payable to eBay.

- In the last 3 years, saved more than 10K hours of manual effort

- Reported more than 600% increase in its revenue.

Since this initial deployment, ProAudioStar has continued to work with i95Dev to redesign their website and continually enhance their integration, which incorporates multiple sales channels (including Amazon and Reverb), warehouse management systems, and third-party logistics.

E-commerce Growth Engine

Fast Track your Business to E-commerce Success

with the feature rich multi-channel e-commerce platform, powered by Magento, that seamlessly integrates with Microsoft Dynamics ERP systems.

Today customers are everywhere and it takes more than just e-commerce for you to become successful. That is why you need a solution that not only gives you access to channels like web, mobile, social media and online marketplaces(eBay/ Amazon) but also integrates with your back end systems like ERP, CRM and others. Multiple channels help you increase sales, and ERP/ CRM integration enables you to streamline processes and provide consistent shopping experience across channels.

Scale your Business to the Next Level

No matter the size of your business, attract and retain customers with EGE's scalable, multichannel and feature rich e-commerce platform with little incremental effort.

Streamline Order Fulfilment

Eliminate unproductive, repetitive and error prone manual tasks with Dynamics ERP integration. Results: streamlined business processes, efficient inventory management and improved operational efficiency.

Build Brand Affinity

Keep customers loyal to your brand with tools to keep them coming back to your store again and again.

Bring B2B Customers on Board

Leverage EGE's e-commerce platform to provide your B2B customers the same enhanced customer experience as their B2C counterparts.

Enhance Customer Experience

Stand out from the crowd by providing your customers the ultimate shopping experience using EGE's advanced B2C functionality.

Stay in Control of Your Business

Take advantage of our exceptional support and platform's flexibility & scalability to customize the look, feel and functionality of your store to your specifications.

Siegers Seed Company

Founded in 1912 in Chicago, Siegers Seed Company has over a century of experience in delivering unique and quality seeds to farmers across USA, to help them grow their farming business.

Challenge

Siegers Seed Company was looking for options to move away from their legacy online ordering system and telephone ordering system. They needed a robust e-commerce platform that could support its large portfolio of products while helping them reduce the costs associated with acquiring new customers, customer service, and effectively managing customer loyalty.

Siegers Seed Company has four warehouses located across Florida, Georgia, and Michigan and a Dynamics GP ERP system to manage all back-office operations. They also wanted their e-commerce store to be integrated with their ERP system for efficient inventory management and streamlined business operations.

Outcome

After analysing Siegers Seed Company's requirement in a detailed and thorough discovery process, i95Dev recommended its integrated e-commerce solution, EGE. EGE, powered by Magento, not only met their e-commerce requirements but also their integration requirements. In addition, the same platform, in future can also be leveraged to support their B2B customers.

Responsive and User Friendly E-commerce

EGE's e-commerce platform addressed all of Siegers Seed's requirements including a responsive store to capture customers across devices, layered navigation and powerful search to help find products quickly, detailed product pages for informed decision making, powerful promotion tools to identify cross-sell and up-sell opportunities, and more.

Siegers Seed's new e-commerce platform also had a major impact on decreasing their cost of customer acquisition. Because customers can now place orders directly on their site, the customer service representatives spend significantly less time finalizing a sale and more time acquiring new customers, compared to their old manual processes.

Since i95Dev's engagement with Siegers Seed Company, they have seen an increase in order volume by more than 20%.

Seamless Dynamics GP ERP Integration

EGE's seamless integration with Dynamics GP enabled them to better manage inventory by eliminating overselling of products through real time inventory check during order placement. Additionally,

Siegers Seed Company was able to decrease their fulfilment time by 30% after the integration took place.

30% ↓
Fulfillment time

EGE also helped improve the customer experience and process more orders quickly by automating payments, taxation, and shipping. This was done by integrating payment gateways, tax rules and shipping methods and syncing customer and order information from Magento to GP without any manual intervention.

Customizations to Support Existing Processes

Of everything, what stood out for Siegers Seed Company during the entire project was the flexibility of EGE to be customized to accommodate all their custom requirements. i95Dev continues to work with Siegers Seed Company to get their B2B customers on to the same platform, including the ability to create separate B2B-specific accounts to place orders directly on the site.

> "I am amazed by the power of the EGE solution - we are only few weeks into the solution but I am already confident that we have chosen the best possible platform to help us grow our business."
>
> Joseph Soriano, IT Manager, Siegers Seed Company

E-commerce and ERP Integration

for businesses hungry for growth

Being flexible and agile is essential to the success of your business. With numerous disconnected systems and outdated manual information sync techniques, businesses today are no longer positioned to meet the demand of instant gratification from their customers. i95Dev's ERP Connect products – GP/ AX/ NAV/ D365 connect, give your business a significant competitive edge by automating information sync between your e-commerce and ERP systems. The new found efficiency will allow your resources to focus on things which really matter, your Customers, thereby improving bottom line and driving growth.

Customers

Improve customer satisfaction by providing self-service customer portals leveraging the automated customer information sync between the two systems.

Orders

With automated order sync, there's no need to limit yourself by number of orders you can manually transfer between e-commerce and Dynamics ERP systems.

Products

Build trust and brand experience by providing consistent product information across channels with little incremental effort; manage information in a single system and sync updates to the others.

Inventory

Efficiently manage your inventory and avoid overselling your products with access to inventory levels in your Dynamics ERP system, regardless of the origin of sales.

Tier Prices

Gain competitive advantage by catering to your diverse customer base with personalized prices; while effortlessly synchronizing all the relevant information between the two systems.

Credit Limits

Extend the e-commerce platform to allow your B2B customers to purchase from your e-commerce store leveraging the credit limits assigned to them in your Dynamics ERP system.

Montana Silversmiths

Montana Silversmiths, nestled in the town of Columbus, MT, over the last 40+ years has grown to become the largest supplier of western jewelry, watches, and legendary buckles. Their products are known as "compliment makers" and are the sought after gifts for friends and loved ones.

★ Dynamics AX 2012 ★ Magento EE

> "After the terrible experience with another vendor, I have worked with i95Dev for over a year now to great success. We are looking forward to a long term relationship with them in particular because they are so detail oriented, accommodating and adept at customization."
>
> Melissa Smith,
> Manager e-commerce & Retail Sales,
> Montana Silversmiths

Challenge

Montana Silversmiths though relied heavily on the traditional sales channels to reach their customers, also had an e-commerce store, powered by Magento, to help them interact and share their passion directly with their customers.

But achieving all of this was costing a lot of time and money because of all the effort required to manage their e-commerce store and their B2B customers. They wanted a solution which will enable them to manage their B2C customers, both domestic and international, easily while incorporating their existing workflows, processes and customizations.

Approach

After understanding Montana Silversmiths requirements the project was broken into multiple phases. In Phase 1 the focus was on Magento Dynamics AX integration and customizations.

We are currently in Phase 2 of implementation where the focus is on supporting international orders using Bongo. We will continue to work with Montana Silversmiths team on Phase 3 and other requirements to further streamline and support their business.

Outcome

i95Dev integrated Montana Silversmiths' AX system with Magento while customizing Magento and i95Dev AX Connect to accommodate their requirements including

Simplify Customer and Order Sync

i95Dev, based on Montana Silversmiths requirements, synced all e-commerce customers and associated orders to a single account in Dynamics AX. Customizations were also made to disable order and invoice sync from AX to Magento, to handle orders with custom products differently, etc.

Streamline Business Processes

The business processes were further streamlined by special handling of Sales Tax and Freight charges, automating Payment Journal postings, supporting Partial Shipments & related information sync and more.

Support for International Orders

The Magento AX integration was customized to support international orders placed using Bongo checkout. The i95Dev connector automatically identifies and syncs international orders to a separate account in Dynamics AX while incorporating the associated custom workflows.

Customer Testimonials

"With selling on eBay and the Magento e-commerce store, customer, inventory and order management in Dynamics ERP has always been difficult for us - until we met i95Dev. i95Dev's integration solution not only made managing information easier, but also helped us drive more sales by aiding us in maintaining the best seller rating on eBay."

ProAudioStar

Robert Blatt,
Coo

- -

"After the terrible experience with another vendor, I have worked with i95Dev for over a year now to great success. We are looking forward to a long term relationship with them in particular because they are so detail oriented, accommodating and adept at customization"

MONTANA SILVERSMITHS

Melissa Smith,
Manager e-commerce & Retail Sales

- -

"i95Dev has been an invaluable asset for Click2Mail for last 6 years. I love them for their dedication and willingness to go the extra mile"

Click2Mail

Jim Boardman,
IT Manager

- -

"I am very impressed with i95Dev - the project was quite complicated and i95Dev's team worked diligently to provide reasonable solutions for everything that came up. In the end, we are confident that we chose the right partner for this project"

ALPCO

Justin Gonsalves,
Accounting Supervisor

- -

"It is very reassuring to be in the hands of very knowledgeable and reliable people. It has been a pleasure to work with i95Dev team and we are looking forward to a long-term relationship with them"

HOUSEKIDS

Gaelle Everard,
President

Clients

B2B

CDN Isotopes
ATS Traffic Group
pakedgedevice&software inc
Montana Silversmiths
SAS San Antonio Shoemakers
QHouseKids

Retail

Novus
terra 20
Whistle Stop Hobby & Toy
The Party People
envi
Paul Michael Company
Reed Krakoff

Sporting Goods

Bravo Sports
Shock Doctor
Susquehanna
Xenith
Mossberg Arm Yourself
Paul's Warehouse

Food and Beverages

Sokolin
funky chunky
Happymart
Lone Star
Siegers Seed Co.
paramount coffee
Sunfood

Healthcare

Nutraceutical
NCQA
Mobility Express
ALPCO
XLEAR The Xylitol Experts

Cosmetics

Auraline beauty private label cosmetics
LORAC
napoleon perdis
YOUNGBLOOD Mineral Cosmetics

Consumer Goods

Arteriors
Lighting Supply Co.
Priority Bicycles
Dove
Southern Plumbing Plus
W. Moore Profiles Ltd.
William Henry Studio

Others

AnaJet
Tee-Tee
fig
Bigsky
Espresso Parts
SIRM
ProAudioStar

Partners

Dynamics ERP

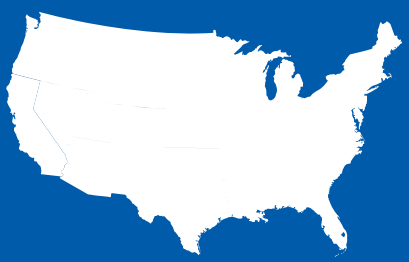
emergence
CAL
Diamond Software
CGS
Hso
Boyer & Associates
uxc eclipse
Blue Horseshoe
GestiSoft
SBS Group
Altara
IBIS
Harwood Consulting, Inc.
Appolis
Green Beacon
Texo

Technology Partners

Microsoft
Magento
SAP
Alliance
ebay
sage

Other (Magento, Agency, Support)

nexcess
Avalara
Clark Concepts
Pocket Stop
ChargeLogic
idea rebel
impact
nextec
INVUE
FORIX
inspiratica
Classy Llama
peer1 hosting



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