



## CASE STUDY

# Fiberlay

With the help of APPSeCONNECT integration, Fiberlay Inc., an industry leading material provider was able to streamline all their business processes efficiently and excelled in their vertical with error-free data management.

### About:

Founded in the early 1950's, Fiberlay has grown to become a leading wholesale/retail distributor of fiberglass supplies including epoxy and polyester resins, casting and molding supplies, abrasives, safety supplies and composite materials. Over 60 years as a leading material solutions company based in Florida, USA. Fiberlay Inc. carries over 18,000 products to cater to its customers. Their experienced staff can help with technical questions or assist in finding the correct product for any application. With over 12 locations worldwide and competitive pricing, Fiberlay is the one-stop-shop for all the project needs.

### Project Overview:

Fiberlay was using Microsoft Dynamics NAV as their back-end ERP system and employed Magento eCommerce as their storefront. Due to a large amount of orders, Fiberlay needed to manage and maintain its processes efficiently. Also, they needed to streamline their operations and bring consolidated data under a single roof. For this, Fiberlay wanted to integrate all its disparate applications via a smart and robust integration platform.

### The Challenges

- Setting up a perfect eCommerce store.
- Integrating Magento eCommerce with Microsoft Dynamics NAV ERP.
- Manual entry of sales orders.
- Inefficient stock management.
- No data transparency in business.

### Headquarters:

Florida, USA

### Industry:

Material solution and distributors

### Products and Services:

Wholesale/retail distributor of fiberglass supplies, epoxy and polyester resins, casting and molding supplies, abrasives, safety supplies and composite materials.

### Company size:

51-100 employees

### Website:

[www.fiberlay.com/](http://www.fiberlay.com/)

## The Solution

### Integrating Microsoft Dynamics NAV ERP with Magento eCommerce via APPSeCONNECT

- Front and web development for Magento eCommerce.
- Seamless data integration between Magento eCommerce and Microsoft Dynamics NAV.
- Automated order sync between applications.
- More efficient stock control and management.
- Accurate and stringent management of payments against orders and streamlined operations between accounting and ERP systems.

## The Benefits:

- Centralized place for information.
- Easy management of sales orders.
- Reduced manual effort and updates.
- More focus on selling and less on managing.
- Improved customer satisfaction.
- Saved a lot of time and resources due to efficient real-time data exchange.
- A perpetual rate of business growth.

## APPSeCONNECT Differentiators

- Proactive support during implementation and post-implementation process.
- Very open communication.
- Proven solution - deemed to provide the best!
- Flexible solution.
- Comprehensive features and functionalities.
- Deeper integration, scalable and customizable.
- Fully automated sync in real-time.
- A robust and easy-to-use platform with experienced professionals.
- Software Scalability, support for eCommerce Growth.
- Geographic expansion is facilitated.
- A boost in the productivity of employees.



APPSeCONNECT is an **Integration Platform as a Service (iPaaS)** which can connect all major line-of-business applications like ERP, Ecommerce, Marketplace, CRM, POS, Shipping Solutions. It automates their vital business processes, eliminating the need for any painful manual data exchange by enabling real time, bi-directional data exchange between them.

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