



Korcomptenz



GOLDBOND



Product Configurator built on Microsoft Dynamics 365 helps accentuate customer service

See how Korcomptenz helps a commercial printing and promotion company win by helping end consumers navigate through the clients complex product catalogue with a self-service portal built on Microsoft Dynamics 365 NAV(add-on also available on Microsoft Dynamics 365 Business Central)



Client Overview

Industry	: Commercial Printing
HQ Location	: United States
Size of the Company	: Mid-size
Type of Solution	: Website, Customer Portal, Custom Web Application, Microsoft Dynamics NAV, Product Configurator
Systems + Devices Addressed	: DNN Content Management System, Custom .NET, Web Services, Azure, SQL, Microsoft Dynamics NAV

Company Overview

Gold Bond specializes in bringing brands to life through innovative promotional products and imprinting methods. The company strives to be the industry leader, giving their customers more than they expect through world-class service, strategic partnerships and creative solutions. The company prints custom logos and text on different kinds of products to meet the promotional and branding needs of their customers.

The company uses **Microsoft Dynamics Navision as their ERP**. The Dynamics NAV installation is supported by multiple custom .NET applications hosted on Microsoft Azure.

About the Engagement

Gold Bond identified several needs during their initial discussions with Korcomptenz. These needs included both improvements in their operations and applications as well as the customer experience:

New Product Configurator
fully integrated with
Microsoft Dynamics NAV

Next-generation corporate
website and customer
portal powered by a new
Content Management
System

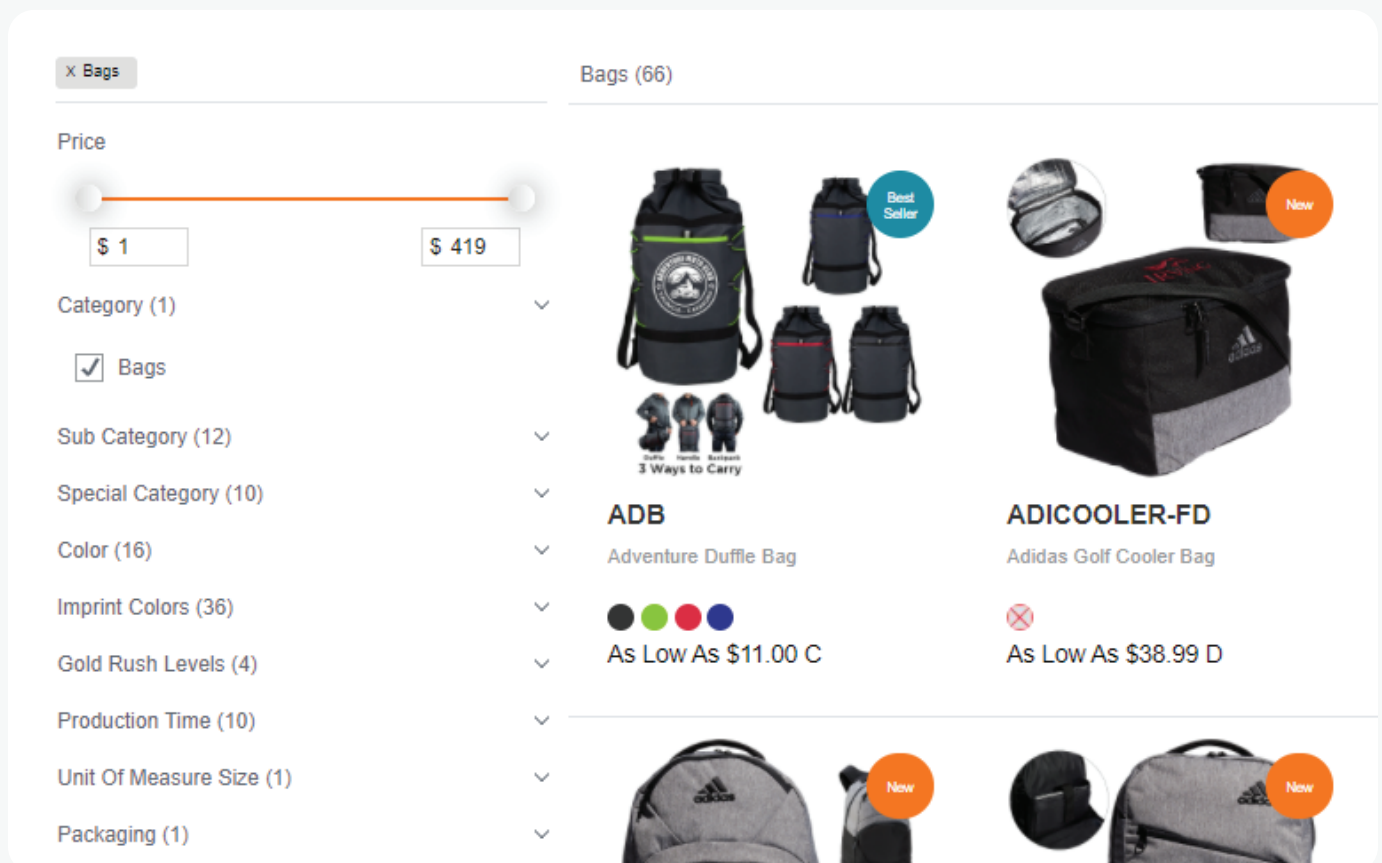
Enhancements to their
custom order processing
and other logistics
applications

Custom Product Configurator

The company wanted to streamline their product selection and printing process by **deploying a new Product Configurator**. This new configurator would make it easier for the user to enter all the required information for the printing process at the time of creating the sales order itself. The sales order may be for a combination of different products bundled as a custom kit but with different printing and colours requirements for different quantities within the order.

A key business requirement for the Product Configurator was the ability to natively support the process for configuring print options on a wide variety of products without relying on an application external to NAV. The Product Configurator would generate a custom Sales and Production Order for the unique combination of printing and product, including the ability to bundle different varieties into a single kit. They were looking for a **configurator that makes it intuitive and seamless for the end user** to enter all the required information for the printing process at the time of creating the sales order itself.

Previously, the company was using a third-party application (not a NAV extension) that used NAV data but performed the entire process outside of the application and then pushed the required data back to create the Sales Order and supporting documents. The third-party application had its own unique pros and cons like the pricing of the product, data management, information review, user friendliness, etc. The primary concern was that the use of an outside application limited Gold Bond's ability to update and innovate in NAV directly.



Korcomptenz developed a **user-friendly Product Configurator within NAV** that carried out all the processes starting from Sales Order to manufacturing execution. The Product Configurator included options to view/review various data used during the process of Sales Order creation to the release of Production Order. The pricing calculation was done based on the materials required for the finished product, printing information. After the Sales Order was created, the end user can carry out various processes like Production Order creation, other documentation for the execution of the Production Order, using the unique product variant information.

Ultimately, the customer felt that the **Product Configurator exceeded their expectations** due to the increased ease and efficiency of the new, NAV-native process. There were also pleased with the options to review various information throughout, and the freedom to innovate within NAV directly in the future.



Reduce time and increase accuracy

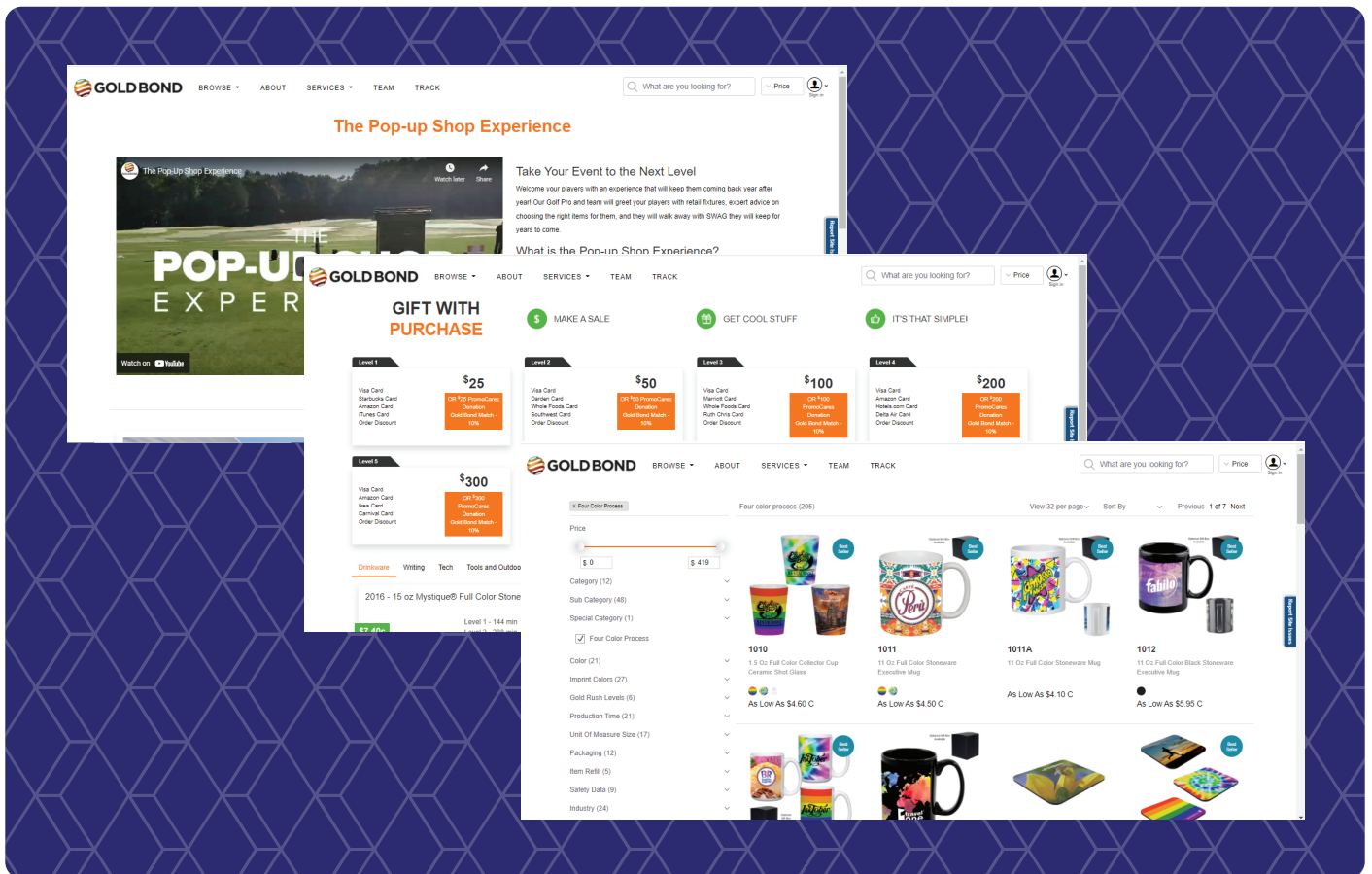


Easily build Sales Quotes and Orders



Automatically generate Assembly or Production BOMs Routings on Sales Orders and Quotes





Next Generation Website

The company's sales and marketing efforts were also limited by an out-dated website without key functionality like a robust Content Management System, full product display, and sophisticated customer portal. Korcomptenz identified the open source, .NET platform DNN as a CMS to take advantage of the latest Microsoft technology and Azure hosting, plus consolidate their technology stack on Microsoft products. At the start of the project, an internal designer had established an overall look and feel, but Korcomptenz was also engaged to complete the user experience as well as **implement the new CMS and other custom functionality**.

The complete product catalogue was identified at the beginning of the project as a critical component for success. Gold Bond needed the ability to showcase their products and all variants in an intuitive, easily searchable manner. Taking cues from leading ecommerce companies like Amazon, Korcomptenz was able to offer end users the ability to browse, filter, search, and explore products based on the category, price, and other criteria. A predictive search was also included. After the user selected a product of interest, they could view pricing, customize the product for their needs, and estimate shipping. In addition, the product catalogue was integrated with Microsoft Dynamics NAV and any changes made to the product master, including pricing, categories, new products, and more, would automatically be reflected on the website.

The website also needed to feature a secure customer portal that would enable Gold Bond customers to login and access important information about their orders and account. Authorized customers would be able to create a username and password for access, and then login to view their information. The accounts, contact information, and orders were all fully integrated with Microsoft Dynamics NAV.

1

Increase in the number of visitors and pages viewed, particularly products

2

Improved ability for Gold Bond to manage and update content

3

Increased up-time, stability, and integration with Microsoft Dynamics NAV



The website project also included deployment of Azure cloud services for hosting.

Custom Application Development Architecture and Support

Microsoft Dynamics NAV and the website were also integrated with a custom .NET application for order processing from large customers. The custom applications would receive orders in specified formats and then automatically send the orders to Microsoft NAV. After completion of the product configurator and the website, Korcomptenz was engaged to support the custom applications and develop new functionality.

Other Strategic Value Adds

Throughout the relationship with Gold Bond, Korcomptenz has strived to be a valuable partner. In addition to the projects described above, we have provided:

- Business process consulting for automated accounts payable and order processing
- Power Apps advice and input as a potential development platform of choice
- Azure cloud services consulting and guidance
- Power BI consulting and guidance

See what customers are saying

The Korcomptenz Dynamics NAV team built from scratch a brand new Configure, Price, Quote Product Configurator inside of Dynamics NAV removing our dependency on a third-party tool. The CPQ Configurator has gone beyond expectations and was on-time and within the project budget. Today, the partnership continues to grow as Gold Bond Inc's leadership team continues to request more work and thought-partnering with Korcomptenz in other areas within our business looking for a solid "Partner" not just another "Vendor"

Matt Price – IT Director
Gold Bond



Korcomptenz

We #FocusOnYou

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