

Case Study

**An American  
woodworking and  
hardware company  
upgraded its platform  
performance  
and security with  
Magento Commerce**

**VISIONET**



## Overview

A Minnesota-based retailer of woodworking products, services, and training, faced challenges in managing store operations across different locations, prioritizing and executing its digital roadmap, providing an inconsistent and outdated online customer experience, and ensuring security and monitoring. The company needed a solution to enhance its platform performance and security, integrate its eCommerce channels and retail POS, and migrate data. Visionet implemented Microsoft Dynamics 365 Commerce, PartnerLinQ, and custom features to address these challenges.



## The Company

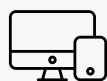
Our client is a family-owned industry leader in woodworking and hardware supplies with a rich history dating back to 1954. Founded as a small mail-order business, it has since grown to become a nationwide chain of stores and an international source through its catalogs and website. Despite the growth and changes in woodworking technologies, it has remained committed to establishing strong customer relationships, offering innovative products, education, and support for successful project completion.

## The Challenge

The specialty woodworking and hardware company struggled with managing store operations across different locations, prioritizing and executing its digital roadmap, providing a consistent and modern online customer experience, and ensuring security and monitoring. As a result, it needed a solution to streamline its operations, update its online experience, and ensure security and monitoring.



Store operation management across locations



Prioritization and execution of the digital roadmap



Inconsistent and outdated online customer experience



Lack of security & monitoring

The company approached Visionet to address these challenges while ensuring smooth business continuity. Team Visionet conducted a thorough assessment of their system and proposed a solution backed by Visionet's powerful technology suite.



## The Solution

By employing Magento-powered Adobe Experience Cloud, D365 FO, and PartnerLinQ technologies, Visionet provided a comprehensive solution for the company that significantly improved its platform performance and security. By leveraging the power of Microsoft Dynamics 365 Commerce, the client was able to seamlessly manage orders, call centers, eCommerce channels, and retail POS more efficiently. Visionet also facilitated third-party integrations, data migrations, and EDI integrations using PartnerLinQ.

The solution included integrated security and monitoring tools, which allowed for performance benchmarking and identifying improvement areas. Visionet provided custom feature development for smooth operations, ensuring the client's needs were met.



## The Results

By upgrading our client's developer ecosystem with Magento Commerce and implementing D365 FO, we helped the client improve site performance and stability, leading to seamless store operations. Additionally, implementing Microsoft Dynamics 365 Commerce for order management, call center support, e-commerce channels, and retail POS enhanced the company's customer service delivery.

Using PartnerLinQ for EDI integrations empowered the client with seamless communication between systems and a collaborative work environment, further improving operations. Visionet also provided custom features that enabled personalized omnichannel engagement. Additionally, with security and monitoring tool integration, Visionet was able to identify areas for improvement and benchmark performance, resulting in improved platform performance and security. Ultimately, these enhancements led to increased ROI for the customer, empowering its digital business with Adobe Experience Cloud.

## Technology Stack



## Why Visionet

Visionet is an engineering-led technology solutions provider built on the premise of disruptive innovation. For over 27 years, its innovation-centric approach has unlocked digital-driven success to over 350+ global enterprises across CPG, Retail, Banking & Financial Services, Food & Beverage, Manufacturing & Distribution, and Life Sciences industries. As a Microsoft Gold Partner and winner of the Microsoft Partner of the Year 2022, Visionet is highly experienced in providing end-to-end solutions for the Microsoft Dynamics family of ERP platforms. We leverage Microsoft-approved best practices and industry-focused frameworks, which enables us to efficiently and cost-effectively deliver high-performance solutions.

For more information, visit <https://www.visionet.com..>

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[sales@visionet.com](mailto:sales@visionet.com)