Synoptek®

Magento Integration with Dynamics AX Helps a Luxury Retailer Improve Business Operations and Performance

Customer: An internationally recognized luxury retailer

Industry: Luxury Goods

Profile: The luxury retailer has 14 specialized boutiques in Kuwait and over 40 years of operating expertise.

Services: Magento Integration

Business Need

The luxury retailer has been dedicated towards creating an exceptional customer experience since its inception. In a bid to build a strong retail presence online and manage information related to production, inventory, orders, and payments better, the retailer wanted to integrate its existing Dynamics AX ERP with Magento-based e-commerce sites.

Although there are several Magneto-ERP integration plugins available in the market, the customizations the retailer had done with ERP and Magento instances made standard integration plugins incapable of delivering a seamless integration experience. The retailer, therefore, approached Synoptek for integration.

Solution and Approach

Synoptek developed a custom integration platform for the luxury retailer. This platform helped achieve real-time synchronization of data between the retailer's Magento and AX system across different attributes – store wise. It helped synchronize data pertaining to several major components within the Magento solution. These included:

- Products

- Categories/Attributes/Variants

- Sales Order

- Order Fulfillment updates to help Online Customers track their Orders

- Inventory per Warehouses and Stores

- Products Pricing/Customer Specific Pricing

- Managing Promotional Cart/Catalog Rules & Discounts

- Maintaining Acknowledgments/Audit Trails related to synced data

- Dynamic Configurations Screens within Magento and AX

Business Results

> *With Synoptek's Magento integration services, the client has been able to achieve:*

- Better operational control

- Reduced costs

- Error-free customer experience

Overall, the integration platform elevated the entire e-commerce implementation and helped the retailer manage its retail business better.

About Synoptek

Synoptek is a global systems integrator and managed IT services provider, offering comprehensive IT management and consultancy services to organizations worldwide. The company works in partnership with clients of all sizes – from mid-market to Fortune 100, and for over two decades, its focus has been to provide maximum business value to its clients, by enabling them to grow their businesses, manage risk and compliance, and increase their competitive position. Synoptek is committed to delivering improved business results and unmatched service to every client, every time.

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