



**Country or Region:** United States

**Customer Profile:**

AIM Gifts is the largest manufacturer of music gifts in the world. Serving niche markets with its more than 10,000 different products including jewelry, apparel and souvenirs, AIM Gifts distributes licensed products to both B2B and B2C markets.

**Business Situation:**

AIM Gifts sought a powerful integrator that was capable of connecting inventory information and sales orders made online to its ERP system as its web presence grew.

**Solution:**

Ignify eCommerce provides the tight integration that AIM Gifts requires to keep the business running smoothly in the online realm. Web orders are integrated seamlessly with Microsoft Dynamics SL to ensure smoother delivery of products and accurate inventory information both online and in the warehouse.

**Benefits:**

- Integration with Microsoft Dynamics SL
- Streamlined order processing
- Simplified user interface
- Easily view and track online store operations

## Wholesale Souvenir Manufacturer Improves Web Store, Delivers Lasting Memories to its Customers with Ignify eCommerce

“The key here is the integration with Microsoft Dynamics SL; however, Ignify has also helped us design the web pages as we needed them. Ignify provides total capability, which allows us to utilize a myriad of functionality within Ignify eCommerce to improve the online shopping experience for our customers.”

Joe Sasala, Vice President and Chief Operating Officer, AIM Gifts

AIM Gifts, a division of Albert Elovitz, Inc., is the largest and most recognizable manufacturer of music gifts worldwide. Founded in 1980 and headquartered in Pittsburgh, Pennsylvania, AIM Gifts offers more than 10,000 different gift ideas to retailers. The products offered range from jewelry and apparel to souvenirs, with top selling categories including music products, Pittsburgh sports, city/state souvenirs and collectibles, and more.

### Situation

AIM Gifts sought an ecommerce provider capable of integrating its ERP system with online orders to provide a seamless flow of information – including sales orders, return orders, payment information, and more – between orders placed online and those called in, faxed, or emailed. This was not possible with the original home-built system that AIM Gifts was relying on before Ignify eCommerce.

This old system was hard coated and customized for AIM Gifts, and due to the excessive customization was constantly breaking down, updating, and requiring maintenance. Additionally, it wasn't fully integrated with AIM Gifts' ERP system, Microsoft Dynamics SL.

“The old system was more of a tool to enter business,” said Joe Sasala, Vice President and Chief Operating Officer of AIM Gifts. “Now, with Ignify eCommerce, we don't have to deal with all of the previous manual entries that were required, or the constant challenges associated with a customized and early-innovator type of system.”

Since AIM Gifts serves both business-to-business and business-to-consumer markets, it required a flexible and reliable platform to manage both types of orders. As the company expanded its web presence, it needed an integrator that would seamlessly connect all orders to

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Microsoft Dynamics SL, along with reverse integration back to the web store to keep inventory levels up-to-date in real time.

### Solution

After conducting an extensive search for a partner that would provide seamless integration between AIM Gifts’ web-based system and Microsoft Dynamics SL, it chose Ignify based on its previous experience and real-time integration. AIM Gifts also sought an ecommerce solution that could keep up with the steady growth of the business. With Ignify eCommerce, AIM Gifts can rely on the proven integration while focusing on business growth and further improving the online shopping experience for its customers.

“The key here is the integration with Microsoft Dynamics SL,” said Sasala. “However, Ignify has also helped us design the web pages as we needed them. Ignify provides total capability, which allows us to utilize a myriad of functionality within Ignify eCommerce to improve the online shopping experience for our customers.”

A fresh, easy-to-navigate online store was a top priority for AIM Gifts, and with Ignify eCommerce shoppers can easily browse by category, or take advantage of advanced search features to quickly find desired items. Additionally, merchandising features enable AIM Gifts to effectively cross-sell and upsell items both at checkout and with related products modules. These products are automatically highlighted based on individual shopping habits and can also be manually assigned.

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By automating processes and streamlining operations, AIM Gifts was able to abandon the time-consuming process of manually entering sales orders and customer information. This all ties back into the integration with Microsoft Dynamics SL, which keeps the business running smoothly by increasing efficiency with order flow management, and providing increased visibility into both front end and back end operations.

### Benefits

#### Integration with Microsoft Dynamics SL

From the time a customer places an order on the web store, to the warehouse shipping the order, no manual intervention is needed. All orders received on the AIM Gifts web store are fully integrated in real time with Microsoft Dynamics SL. The customer’s credit card is charged

automatically, and the item is shipped directly from the warehouse. This eliminates the need for time-consuming manual processes, like individually charging the customer's credit card or manually entering the customer's information.

By streamlining operations, AIM Gifts has been able to exponentially increase worker productivity, making it much easier to manage and track inventory and orders.

### **Simplified User Interface**

Prior to Ignify eCommerce, AIM Gifts was relying on a web store that couldn't keep up with business growth and, as a result, experienced frequent crashes. Additionally, the clunky web design and frequent bugs made browsing and purchasing online difficult. With the site flexibility provided by Ignify eCommerce, AIM Gifts retrofitted its web store into one that is easy to navigate and leads to more conversions.

### **Extended Support**

Due to the ever-changing nature of the online world, AIM Gifts required a knowledgeable support team capable of quickly addressing any issues and constantly working to improve site functionality as buyer behavior changes. Ignify's development team works with AIM Gifts to ensure operations are always running smoothly and upgrades are deployed as soon as they become available.

"When we do have a particular problem, Ignify's support staff is able to tie in remotely and get it resolved," said Sasala. "That's the kind of thing we expect, that's the kind of thing we want, and those are the kinds of things that have happened."

### **AIM Gifts**

For more information about AIM Gifts, call 412-683-2900, or visit the website at: [www.aimgifts.com](http://www.aimgifts.com).

### **Ignify**

Ignify is Worldwide Microsoft Partner of the year since 2010, and offers CRM, eCommerce, ERP, Order Management, and POS solutions based on the Microsoft Dynamics line of products. Ignify has been included as the fastest growing business in North America for seven years in a row by Inc. Magazine and Deloitte in the FAST 500 from 2008 to 2013. Ignify has team members worldwide, including Los Angeles, Silicon Valley, Seattle, Nashville, Phoenix, Toronto, Manila, Singapore, Kuala Lumpur, Pune, Bangalore, Taipei, Bangkok and Tokyo

For more information  
about Ignify eCommerce,  
please visit:

[ecommercefordynamics.com](http://ecommercefordynamics.com)

If you have questions  
or would like more  
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