



Ignify eCommerce

Seamless Integration with
Microsoft Dynamics NAV

Microsoft
GOLD CERTIFIED
Partner

Business Process and Integration
Data Management Solutions
ISV/Software Solutions
Microsoft Business Solutions

“The site with Ignify eCommerce is much more fan-friendly than the previous site. The new site has much easier navigation—it’s more like what you see on larger e-commerce sites like Amazon.”

Don Norton
Manager Information Systems
Atlanta Falcons

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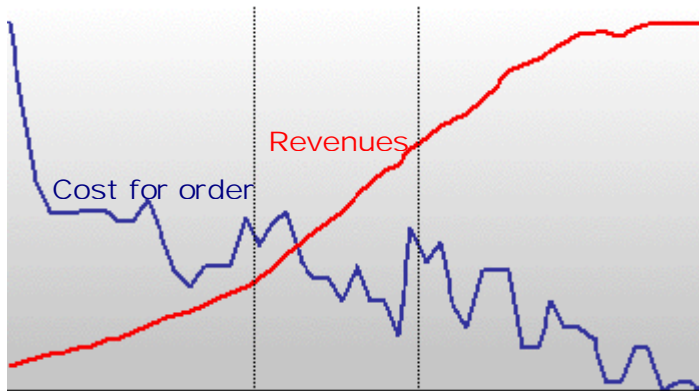
www.ignify.com

Integration with Microsoft Dynamics NAV

“Efficient Customer Service requires process flow across systems.”

Ignify eCommerce allows customers to automating their business processes so that true self service is made possible over the Internet. eCommerce

Increased competition requires businesses to ensure that order processing and customer servicing costs per customer can be brought down as the business volume grows.



Running such an eCommerce operation requires that your eCommerce website is seamlessly integrated with your ERP system for automatically processing orders, sending invoices, and tracking your receivables.

Note: Diagram is a representation of cost and revenue per order and is a sample trend chart

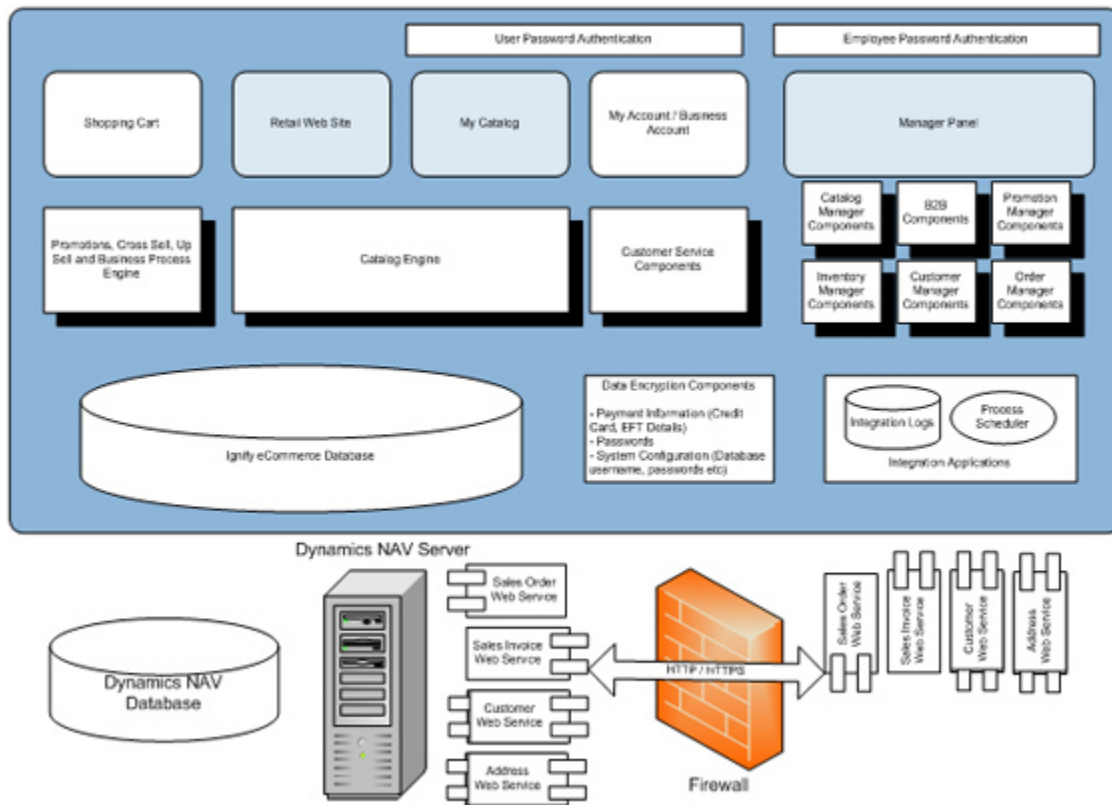
On the other hand the competitive situation requires that your customers have access to updated pricing and inventory data residing in your ERP system. This allows you to modify your sales strategy as required by different customer segments. Ignify eCommerce's integrationa adapter for Dynamics NAV create bridges for the following information objects:

- | eCommerce | Microsoft Dynamics NAV |
|----------------------|----------------------------------|
| ✦ Customer | ✦ Customer |
| ○ Customer Record | ○ AR Balance |
| ○ Customer Addresses | ○ Customer Level and Qty Pricing |
| ✦ Inventory | ✦ Invoices |
| ○ Stock Updates | ✦ Invoice Payments |
| ○ Price Updates | ✦ Shipping Notification |
| ✦ Sales Order | ✦ Inventory |
| | ○ Total Stock across warehouses |
| | ○ Standard Price |
| | ✦ Sales Order |

Human and System Interface

"The goal of a system is to achieve business objectives and let users know when there is a failure and how to correct it."

Ignify eCommerce takes a very unique approach to integration. Thanks to a multi-tier architecture the interfaces that Ignify eCommerce uses for human interaction are also offered to the Microsoft Dynamics NAV Adapter. This allows the Ignify eCommerce Microsoft Dynamics NAV Integration to mimic user actions at each level.



Service Oriented Architecture

"Web Services have revolutionized the way systems communicate with each other."

Ignify eCommerce utilizes a web services based model for reading and writing to Ignify eCommerce System. For Microsoft Dynamics NAV, the integration is done via Dynamics NAV C/Side API and through web services.

The services are orchestrated by the Ignify - Microsoft Dynamics NAV Adapter with all results getting logged into an integration logger. The logger allows you to look at adapter responses for specific customer, order, address or other entities. This makes it easier for system administrators to troubleshoot any transaction that might get stuck. One sample flow of such an orchestration is shown on the left.

All the services use SOAP calls to communicate across two servers, this assures that even if the servers are located across internet the data can be securely exchanged.

All the integrations are executed as batch processes to avoid making unnecessary calls to Microsoft Dynamics NAV. The batch execution also ensures that there is very little uptime dependency on Microsoft Dynamics NAV for eCommerce system to be up and running. Dynamics NAV can be taken offline and brought back online with no damage to data integrity.

