



Ignify eCommerce

Seamless Integration with Microsoft Dynamics SL

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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Global: Toronto

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Integration with Microsoft Dynamics SL

“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 SL create bridges for the following information objects:

eCommerce

- + Customer
 - o Customer Record
 - o Customer Addresses
- + Inventory
 - o Stock Updates
 - o Price Updates
- + Sales Order

Microsoft Dynamics SL

- + Customer
 - o AR Balance
 - o Customer Level and Qty Pricing
- + Invoices
- + Invoice Payments
- + Shipping Notification
- + Inventory
 - o Total Stock across warehouses
 - o Standard Price
- + Sales Order

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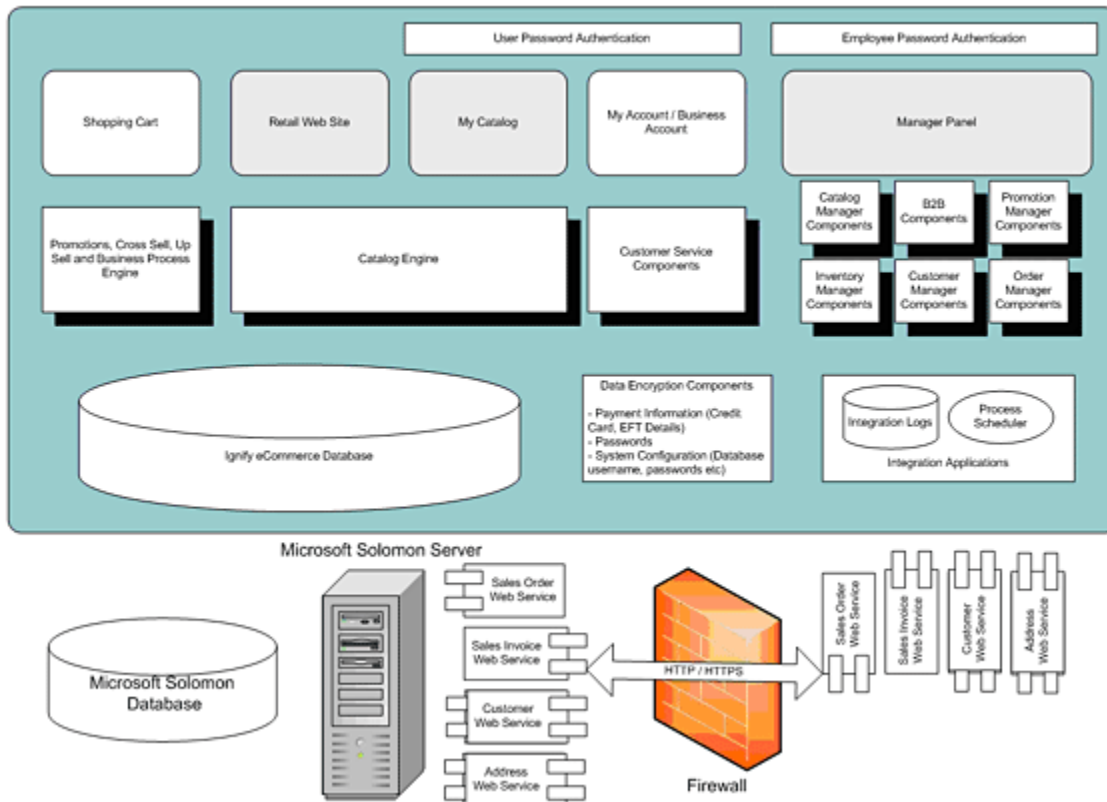
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Human and System Interface

“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 SL Adapter. This allows the Ignify eCommerce Microsoft Dynamics SL Integration to mimic user actions at each level.

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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 SL, the integration is done via the SQL Server API and through web services.

The services are orchestrated by the Ignify - Microsoft Dynamics SL 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 SL. The batch execution also ensures that there is very little uptime dependency on Microsoft Dynamics SL for eCommerce system to be up and running. Dynamics SL can be taken offline and brought back online with no damage to data integrity.

