



## UMC centralises e-commerce

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With eCommerce UMC benefits from faster order processing and increased efficiency through customer self-service features

**United Methodist Communications (UMC), the chief communications agency for the United Methodist Church has deployed Ignify's eCommerce platform to centralise its e-commerce operations and improve the user experience and customer service for its online users.**

The new system from Ignify, a Microsoft Gold Certified Partner and a leading provider of accounting and e-

commerce solutions for the mid-market and large enterprise businesses, will offer UMC faster order processing, increased efficiency through customer self-service features, and centralised management connecting 35,000 churches, 40,000 employees and 11 million members worldwide across its primary Web site and eight sub sites. In addition, the e-commerce platform integrates with UMC's enterprise resource planning, customer relationship management, and third-party systems to streamline credit card processing and shipping.

"UMCom.org serves as the agency's primary information site and online store. While UMC already had an e-commerce site, launched in 2004, it was slow, dated, and clunky – incapable of managing increased visitors or business," said UMC technology director Danny Mai. "In addition, the site could only support a limited product catalogue and we had no way to manage orders once they had been placed – the old system worked but you had to jump through many hoops."

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*Sean McAtee, UMC* Ignify implemented a customised, scalable e-commerce solution built on the **.NET Framework** with full integration with the Microsoft **Dynamics ERP** platform for faster turn-around time from ordering and fulfilment to tracking and delivery. The new system delivers a greater degree of integration and customer service to reduce manual back-office tasks including orders, payment processing, and invoicing enabling internal staff to provide higher value-added services and reduce overall costs.

"Ignify's eCommerce platform is critical to serving our global audience through rich functionality and proven ability to deliver large volume transactions in an integrated environment," stated Sean McAtee, TechShop director at UMC.

"We drafted a set of functional requirements from the user perspective that would ultimately drive the selection of Ignify for this project. We were impressed by how they were able to meet and exceed our complex requirements at a very affordable price point."