

WHITAKER BROTHERS

MARKET: WORLDWIDE | INDUSTRY: DISTRIBUTOR | ERP: MICROSOFT DYNAMICS™ GP

Founded in 1945, **Whitaker Brothers** began by selling paper shredders and binder equipment. They have since grown into a worldwide leader in the data destruction equipment industry, with clients that include the federal government, DOD contractors, and commercial businesses.

THE CHALLENGE

Whitaker Brothers was using Magento open source to run their web store, but this platform doesn't integrate with their Microsoft Dynamics™ GP system. So whenever an order was placed online, **Whitaker Brothers** had to print and hand-deliver copies for each department involved in invoicing, packing and shipping the order. They also had to rekey every order from Magento into Microsoft Dynamics™ GP, a tedious manual task required for processing.



THE SOLUTION

As the volume of web orders continued to grow, **Whitaker Brothers** needed a more automated process. To make that happen, they sought an eCommerce platform built specifically for their Microsoft Dynamics™ GP system, which **k-eCommerce** was able to deliver.

Watch the video:

www.k-eCommerce.com/whitaker-brothers

THE RESULTS

ROCK-SOLID INTEGRATION

Thanks to complete integration with Microsoft Dynamics™ GP, when order is placed online, it shows up almost instantly in their back office system for all parties involved to execute

QUICK ORDER TURNAROUND

k-eCommerce eliminated the need to rekey and print off copies of web orders. Now, the **Whitaker Brothers** team receives orders within seconds and can pick, pack and ship them immediately.

GLOBAL MARKET LEADER

Between their web presence and integration with Microsoft Dynamics™ GP from k-eCommerce, **Whitaker Brothers** has been able to scale their business to become an industry leader without expanding their team or burdening any departments with this growth.

UNRIVALED USABILITY

Employees have access to an intuitive web-based interface that shows a customer's complete account history pulled from Microsoft Dynamics™ GP. This makes customer service easy, and with all the supporting content that can be added, staff and clients can quickly find answers to any questions.

MAKE DYNAMICS SELL FOR YOU



INTEGRATION

k-eCommerce integrates with **Microsoft Dynamics™**

B2B/B2C

k-eCommerce is optimized for **B2B** and **B2C** web stores alike



RESPONSIVE

k-eCommerce's responsive web design means a cohesive experience **across all devices**

PCI CERTIFIED CLOUD

k-eCommerce is secure with its **PCI DSS certified** cloud



“

k-eCommerce just seemed to have that perfect fit of usability for the marketing team, for the customers, but also, the rock solid integration.

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Eric Buhlman | Web Marketing Manager
WHITAKER BROTHERS

CONTACT US

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