

DYNAMICLINE SL

Success Story



inSync®

THE COMPANY

DynamicLine SL was born originally as MotoSur, in El Palmar (Murcia) in 1996, for the interest of creating a reference company in the Spanish market of two-wheelers. It is one of the leading distributors of world-class motorsport equipment which include helmets, jackets, gloves, riding shoes, etc.

WHY B2B

DynamicLine SL wanted to step into the world of wholesale B2B eCommerce. With this, they would be able to cater to the larger market of manufacturers and companies and gain a more competitive edge in the market. In addition to that, their back-end ERP was already B2B stable - they needed an eCommerce platform that could do the same.

THE CHALLENGES

In order to attain B2B features within their store, DynamicLine SL was in need of a smart and robust solution that could skyrocket their business processes to meet their goals. They wanted to inculcate B2B functionalities within. To manage their business process, they needed help in the Business Partner Contact Person module as well as Sales Rep module. They wanted someone who could look after the B2B functionalities. They also wanted to categorize and manifest various B2B-specific pricing rules, discount options, which could only be done with the help of a strong B2B module, providing all the required features.

THE SOLUTIONS

- B2BMage - B2B eCommerce solution for Magento (By InSync) - provided to the user for required B2B functionalities.
- Business Partner Contact Person module enabled.

- Sales Rep module enabled as per the requirement.
- Advanced pricing for B2B customers enabled.
- Advanced discount options provided.
- Credit Limit feature included for B2B clients.
- Quick order facility enabled.
- Dedicated personal support to facilitate smooth business operations.
- Fully automated and seamless integration of Magento eCommerce and SAP Business One ERP.

With InSync's B2B eCommerce solution, DynamicLine SL was able to successfully manage their Contact Persons and Sales Rep and gain a competitive edge in the Spanish market, with higher customer satisfaction level.



THE BENEFITS

- Fully automated and defined process.
- Elimination of manual data entry, thus, saving a lot of time and energy.
- Integration solution results in faster business process, and to expedite the process flow
- A better understanding of the business process, as everything is under a single roof.

- Clean, clear and flexible pricing rules and discount options as per the requirements.
- Easy catering to the large market of B2B; resulting in improved customer satisfaction.

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