



Synergy Technology

Helps Leisuretec Distribution Implement Microsoft Dynamics NAV/Business Central with E-commerce Integration



Microsoft



leisuretec



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Background

Founded in 1990, Leisuretec is an established distributor of professional & commercial audio, lighting, AV, video and special effects equipment to the trade. Their mission is to provide their trade customers with an unrivalled distribution service that supports their business with ultimate reliability, helpfulness, consistency and transparency.

Charlie Henden, Leisuretec's marketing manager talks about how Microsoft Dynamics NAV reaches into every part of the business process and helps to run the business effectively and efficiently from the receipt of an order online to the implementation of despatch, delivery, invoicing through to product replenishment.

Synergy Technology has been an integral part of implementing Dynamics NAV and helping Leisuretec grow by maintaining and improving the system which is the heartbeat of the business. Since originally implementing Microsoft Dynamics NAV, the company has upgraded to Microsoft Dynamics 365 Business Central, and this process was also managed by Synergy Technology.



“Leisuretec has been operating since 1990, but the evolution of e-commerce has really seen a steady growth for the business. We specialise in the distribution of entertainment equipment to resellers and we adopt a strict high standard in selecting and negotiating with our trade resellers to ensure that we offer a first class service to end users.

Our resellers provide a range of services including retail, audio and visual installations as well as equipment rental and leasing services. The development of high performance wifi and internet services has really seen the entire industry “Boom” with audio and visual installations and equipment used in many public areas now including places of worship, schools and gyms.

As a business, we use Microsoft Dynamics to manage all our processes. In fact it is the back end system for almost all our in-house functions. All the way from stock control in our warehouse to processing, invoicing and product delivery, Dynamics is working behind the scenes.”



“We are targeting substantial growth for 2017 and we see our e-commerce trade website being a big part of that. The website operates as the critical frontend of our business.

Our web designers at Realnet have developed the bespoke website for this purpose with all the back end functionality feeding directly back into NAV. Having been in development for nine months we recently launched a brand new and improved trade website. Our website is now responsive to mobile and tablets, has an industry news section and has improved navigation and browsing ability. More developments are still to come!

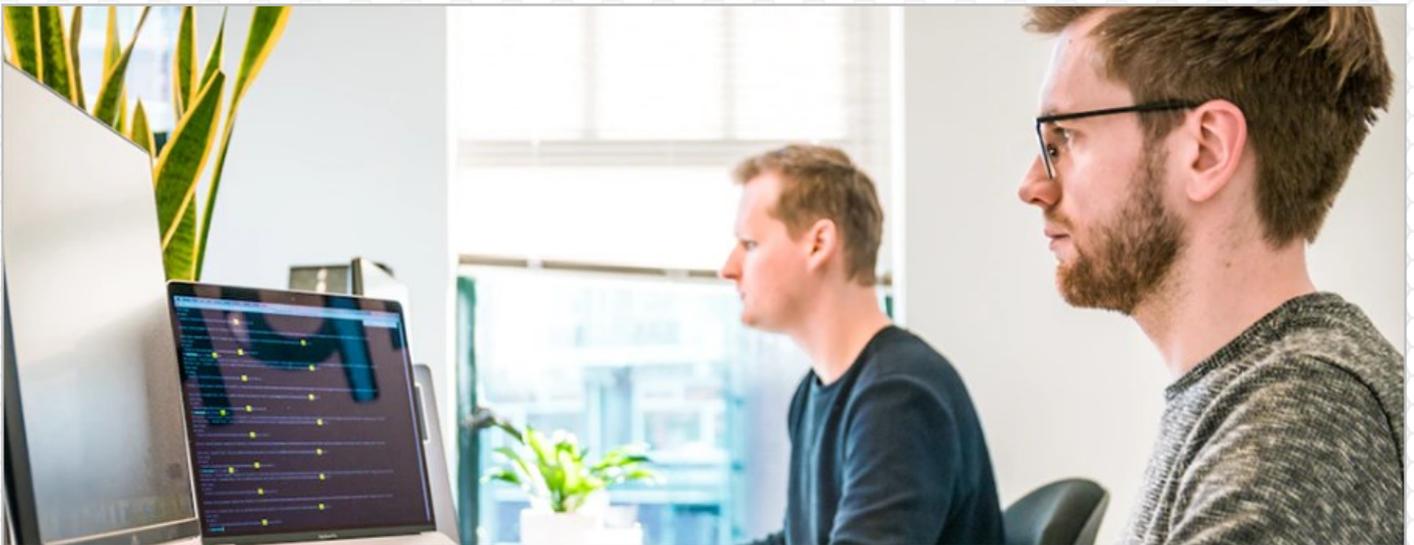
Our Dynamics NAV partners Synergy Technology work closely with the website developers to ensure there is a seamless integration from the e-commerce website into Dynamics NAV, which ensures that our day-to-day operations run smoothly. In addition Synergy Technology provides technical support for our team and deals with any issues that may arise with the system.



“Being a Microsoft business application, Dynamics NAV has a Windows look and feel and functionality that is familiar to the users. Our team find it intuitive to use, with little training required to get started. The Microsoft functionality also makes it more straight forward for our website developers who working behind the scenes between the website and NAV. It’s like we are all singing from the same hymn sheet!”

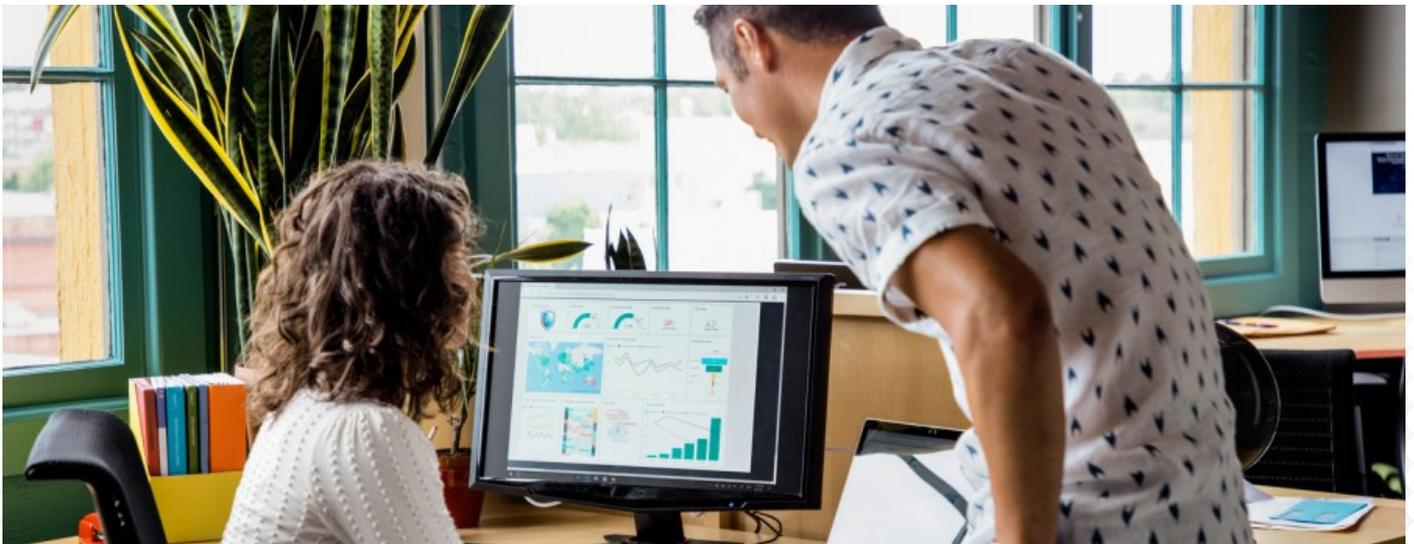
NAV is therefore like the brain of the company. It links all of our processes from sales and marketing side of the business to the logistics and accounts functions – taking information from our website which is fed directly back into our NAV system.”

Leisuretec has a growing team of over 20 and we all use NAV in our daily remit. “We’ve been busy expanding our team in logistics, sales, marketing and accounts and Dynamics is used by the entire team.



We are proud to continue expanding and providing the same great service that our customers deserve, offering the best sales & after sales experience that we possibly can. Having a reliable scalable ERP system behind the scenes with the ongoing support from a dedicated Dynamics NAV partner in Synergy Technology is critical to this expansion.

Whether it's the development or dealing with support issues, Synergy Technology has always maintained the highest level of service and we look forward to continuing our business relationship with them long into the future."



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