



Published by:
WebSan Solutions Inc.

Sailing Toward Success: A Marine Industry Leader's Journey to Cloud-Based Efficiency



Industry

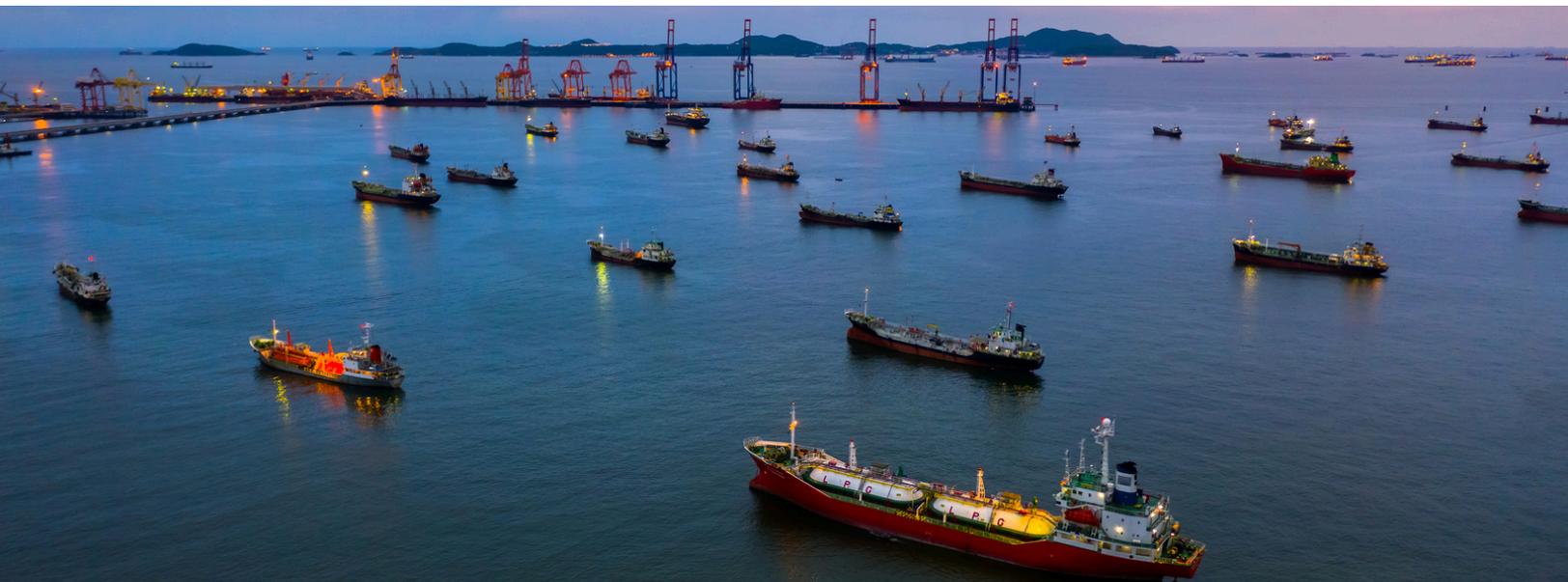
Marine and Recreational Services

Background

The client, a leader in marine services and recreational activities, faced challenges with their existing on-premises ERP system. The legacy system struggled to meet the growing demands for better operational efficiency, integrated financial processes, and streamlined customer management.

Challenges

- **Disconnected Systems:** The existing Dynamics GP environment lacked the flexibility and integration required for modern business operations.
- **Limited Reporting Capabilities:** Generating insightful financial reports was time-consuming and inefficient.
- **Manual Processes:** The absence of automation in service management and ecommerce integration hindered productivity.
- **Scalability Concerns:** The on-premises setup could not support the client's ambition for growth and digital transformation.



Solution

WebSan Solutions implemented a tailored migration to **Dynamics 365 Business Central** in the cloud. The solution included:

- Transition from Dynamics GP to Business Central.
- Integration of cutting-edge apps to enhance functionality and address specific business needs.
- Implementation of automated workflows and improved data reporting capabilities.
- Comprehensive user training to ensure seamless adoption.

Outcome

The client successfully transitioned to a cloud-based ERP solution, achieving:

- **Enhanced Efficiency:** Automation of core processes, resulting in time savings and reduced errors.
- **Improved Decision-Making:** Advanced reporting tools providing actionable insights into financial and operational performance.
- **Better Customer Experience:** Integration of ecommerce platforms and service management tools streamlined operations and enhanced customer satisfaction.
- **Scalability and Flexibility:** A future-proof ERP system capable of supporting business growth.

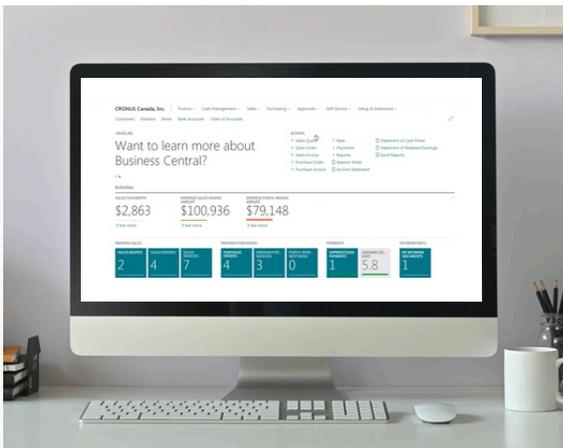
Apps Used

Jet Reports	For advanced financial reporting and analysis.
ExpandIT Field Service	For mobile field service management.
InsightWorks Counter Sales	To streamline point-of-sale operations.
WebSan's Electronic Banking for Dynamics 365	To simplify and automate bank transactions.
WebSan's Moniroo Expense App	For efficient expense tracking and management.
WebSan's Shopify App	To integrate ecommerce stores seamlessly with Business Central.
iSolutions Collection & Payments App	For optimized collections and payment management.



Conclusion

This success story illustrates how a tailored migration to Dynamics 365 Business Central, combined with the strategic use of third-party applications, empowered a marine services leader to navigate its digital transformation effectively. With WebSan's expert guidance, the client achieved operational excellence and positioned themselves for long-term growth.



To learn more about
Dynamics 365 Business
Central visit
www.websan.com