



Case Study: Transforming Momentum Stack – A Sign Board Production with eCommerce, D365 CE, and D365 Business Central Integration

Client Overview

Our client, Momentum Stack is a leading **Sign Board Producer in the USA**, specializes in designing and manufacturing high-quality signboards for businesses across various industries. With a growing customer base and increasing demand for customized signage solutions, the company recognized the need for a **comprehensive digital transformation** to streamline operations, enhance customer engagement, and boost scalability.

Industry Insights & Market Trends

The signboard manufacturing industry in the USA is evolving rapidly, driven by technological advancements, increasing demand for digital signage, and growing competition. Businesses are shifting towards **customized and on-demand signage solutions**, requiring manufacturers to be more agile in production and order fulfilment. Additionally, the **rise of e-commerce** has reshaped how customers interact with signboard manufacturers, necessitating a seamless online experience integrated with backend business operations.

Challenges

Before implementing Microsoft Dynamics solutions, the client faced several challenges:

1. **Disconnected Systems** – The company relied on multiple standalone systems for customer management, order processing, and inventory tracking, leading to data silos.
2. **Manual Order Processing** – Sales and order fulfilment involved manual intervention, increasing processing times and errors.
3. **Limited Scalability** – The existing infrastructure was unable to handle growing demand efficiently.
4. **Lack of E-Commerce Integration** – The absence of an online ordering system restricted revenue growth and customer accessibility.
5. **Data Inconsistencies** – The business struggled with data accuracy, making it difficult to generate insightful reports.
6. **Compliance & Security Risks** – Managing compliance manually led to potential risks in regulatory adherence and data security.

Solution: Implementing D365 CE, D365 Business Central & E-Commerce Integration

To address these challenges, our team designed and implemented a **fully integrated business solution** leveraging Microsoft Dynamics 365 and e-commerce capabilities.

Phase 1: Planning & Requirement Analysis

We began with an extensive **requirement-gathering phase**, engaging stakeholders across departments to understand pain points and future business needs. Key activities included:

- **Workshops & Interviews** – Understanding operational inefficiencies and defining success criteria.
- **System Audit** – Reviewing existing IT infrastructure, tools, and workflows.
- **Solution Blueprint** – Mapping out system architecture and integration points.

Phase 2: Implementation

1. Dynamics 365 Customer Engagement (CE) Implementation

- Designed a **centralized CRM system** to manage customer relationships and sales pipelines.
- Automated **lead generation, follow-ups, and sales forecasting** to enhance efficiency.
- Implemented self-service portals to enable customers to track orders and request quotes.

2. Dynamics 365 Business Central Implementation

- Developed a **customized ERP system** for finance, supply chain, and inventory management.
- Automated billing, invoicing, and financial reporting to improve operational efficiency.
- Integrated real-time dashboards for actionable insights and data-driven decision-making.

3. E-Commerce Platform Development & Integration

- Built a **user-friendly online store** with customizable signboard options.
- Implemented **real-time inventory tracking and automated order fulfilment**.

- Enabled **secure payment processing and compliance adherence**.

Phase 3: Testing & Quality Assurance

- Conducted rigorous **unit, integration, and user acceptance testing (UAT)**.
- Identified and resolved system bugs, ensuring seamless performance.
- Trained end-users with detailed documentation and hands-on workshops.






Phase 4: Deployment & Continuous Improvement

- Successfully **rolled out the integrated solution** in a **phased approach**.
- Established ongoing **support and optimization plans** for system enhancements.

Project Execution Details

- **Timeline:** 6 months
- **Team Composition:**
 - 3 Functional Consultants
 - 2 Integration Specialists
 - 6 Technical Experts
- **Methodology:** Agile approach with iterative deployment.

Key Business Impact & ROI

 **Enhanced Customer Experience** – Personalized interactions through D365 CE improved customer satisfaction.  **Operational Cost Savings** – Automation reduced manual efforts, leading to a 30% decrease in operational costs.  **Improved Data Accuracy** – Eliminated data silos, ensuring a **single source of truth**.  **Scalability & Growth** – The business can now handle 3x the order volume without additional resources.  **Security & Compliance** – Automated compliance checks reduced regulatory risks.

Lessons Learned & Future Roadmap

Lessons Learned

- **Stakeholder Involvement is Crucial** – Early engagement ensures alignment and smooth adoption.
- **Phased Deployment Works Best** – Iterative rollouts minimize disruptions.

- **User Training is Key to Success** – Adoption improves with comprehensive training.

Future Enhancements

- AI-driven predictive analytics for demand forecasting.
- Expansion of e-commerce capabilities with AI-powered product recommendations.
- Integration with IoT-based smart signage solutions.

Conclusion

The implementation of **D365 CE, D365 Business Central, and an integrated e-commerce platform** has transformed the client's operations. The end-to-end digital solution streamlined workflows, enhanced customer engagement, and positioned the business for **long-term growth and success**.

Next Steps

Looking to revolutionize your business operations with a **future-ready integrated solution**? Contact Prospient today to learn how we can help you achieve **scalable, efficient, and intelligent business transformation**!