Kentico
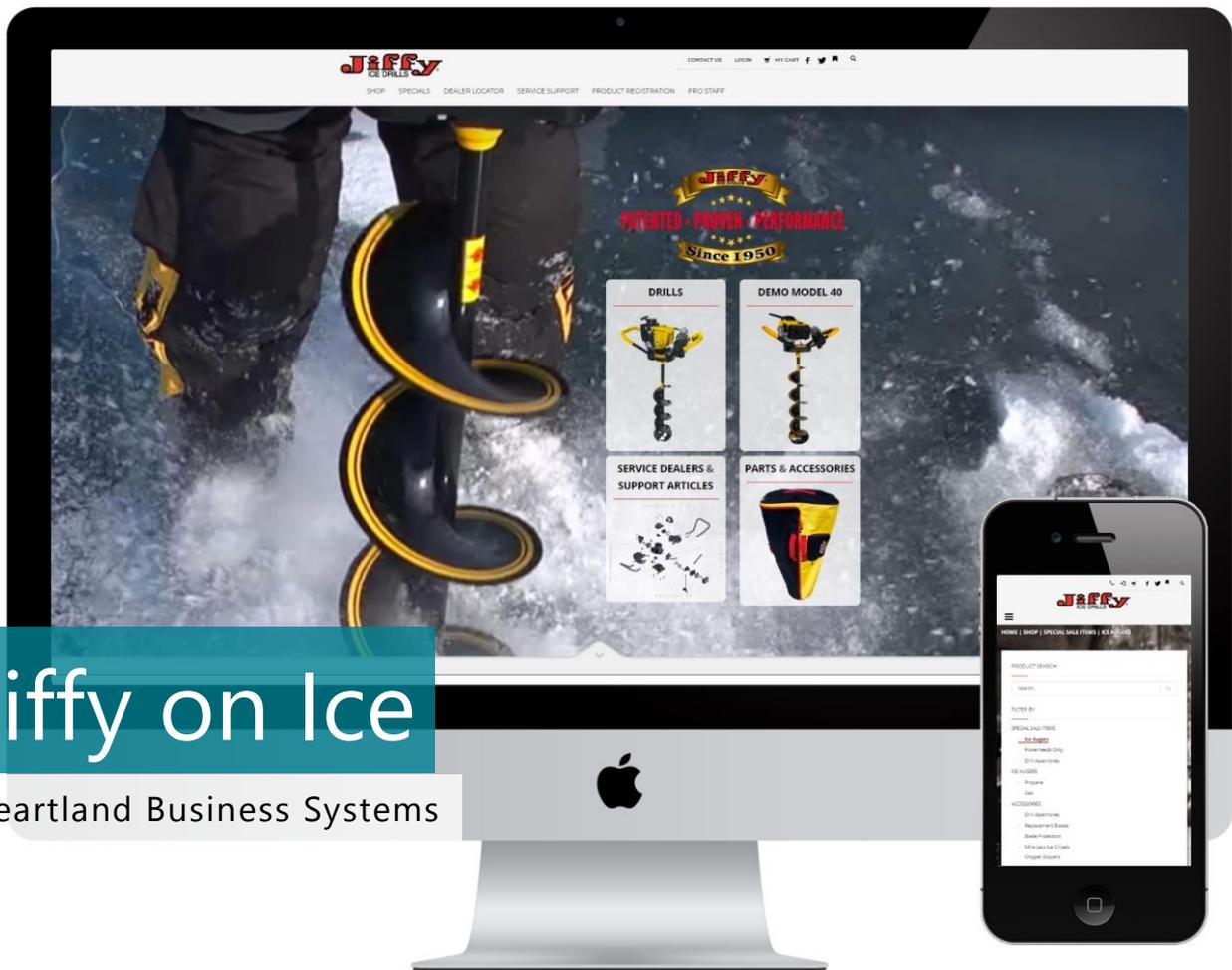
JIFFY ICE DRILLS®

www.JiffyonIce.com

Jiffy on Ice

Heartland Business Systems

E-COMMERCE
MACHINERY/ENGINEERING

Background

Feldmann Engineering manufactures Jiffy on Ice drills used as ice augers. Feldmann previously used an e-commerce solution that integrated directly into the Microsoft Dynamics GP environment. Unfortunately, the previous e-commerce solution was difficult to maintain with enhancements being very costly.

Feldmann Engineering contacted Heartland Business Systems (HBS) to recommend a replacement that is easier to manage, permits customizations, and utilizes modern architecture. HBS selected Kentico 10 with SmartConnect to communicate between Kentico and Dynamics GP.

Goals

The following were the primary drivers in the selection of Kentico for the Jiffy on Ice site:

- improve ease of maintenance of the content for the site
- customizable
- automate and streamline processes to increase efficiency
- provide a user-friendly, responsive website to improve the user experience
- improved user shopping experience

Challenges

The following challenges and features were addressed with the Jiffy on Ice implementation:

- **Synchronization between Kentico and Dynamics GP.** The integration of the systems was easy to accomplish with Kentico's open architecture but much testing had to be performed to synchronize the shipping and sales tax calculations between the two systems. Synchronizing the systems significantly reduced the number of manual order adjustments needed.
- **Payment Processing.** Feldmann Engineering has a policy of not charging the customer's credit card until the product has shipped. HBS implemented a process whereby the customer's credit card is validated and the resulting token is saved. Once the interface with Dynamics GP passes the invoice to Kentico, a trigger validates the total charges and processes the payment to the customer's card using the payment token. Once payment is posted, a credit transaction is sent to Dynamics GP to record the payment.
- **Product/Spare Part Associations.** The Jiffy on Ice customers use the site to order augers and parts for their augers. HBS created an easy means for customers to locate their auger's parts diagrams and order parts online. The diagram and the associated cross-referenced parts

are presented on the same page allowing for the addition of multiple parts and quantities to the user's shopping cart.

- **Educational Material.** The Jiffy on Ice site is used to educate the end user on how to operate and maintain their Jiffy on Ice augers. Both videos and articles are presented in a clear manner providing quick access to the material.
- **Warranty and Dealer Warranty Claims.** The Jiffy on Ice site contains a means for end users to submit warranty information and dealers to submit warranty claims. The warranty claims are secured behind the dealer's login along with dealer forms and information.

Solution

The solution leveraged Kentico's various tools to accomplish the goals for the Jiffy on Ice site. A responsive website theme was selected and implemented into Kentico. A custom set of templates were created to streamline content entry for the Feldmann staff. Several usability customizations were made to simplify the customer's experience and the ease by which products and information are accessed on the site.

Kentico's ease of being able to consume web services for display and data write operations was paramount to the success of the integrations required for this project. Custom Web Services were utilized to allow the transfer of customers, orders, and payments to Dynamics GP and the transfer of invoices and product pricing to Kentico.
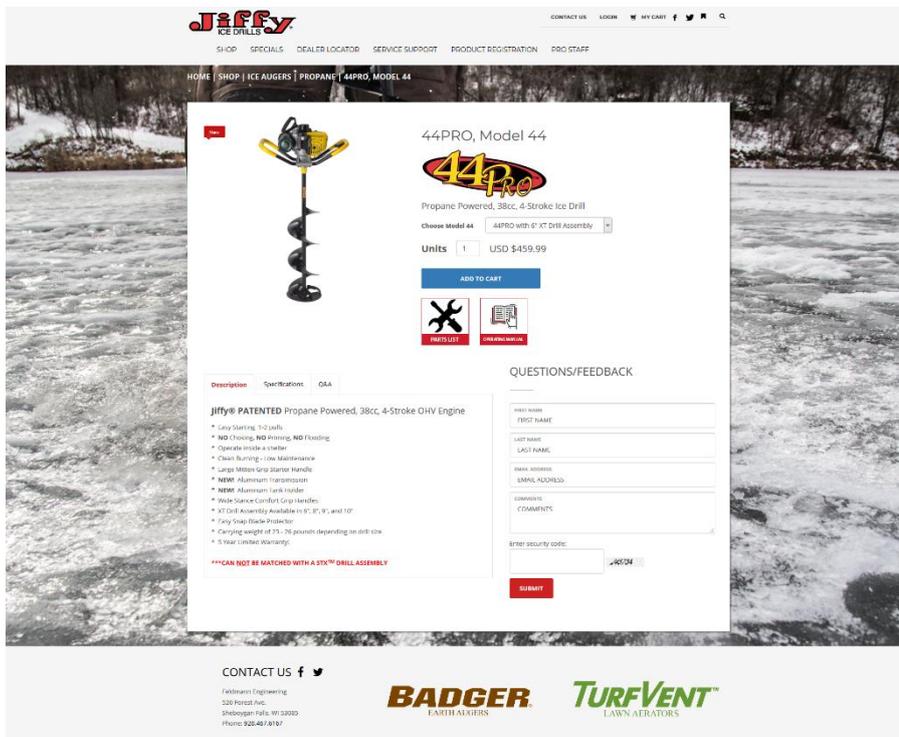
Results

The Jiffy on Ice site has been "modernized" with a responsive format and a streamlined user experience. Integrations along with content entry templates have significantly improved the maintainability of the site. Both front-end and back-end operations are experiencing quick response times due to Kentico's efficient engine. Implementation deadlines were met due to Kentico's quick build and customizable framework.

Key Criteria for Choosing Kentico

Key factors for selecting Kentico for this client were:

- fast setup of a responsive design website
- ease by which customizations can be made to address unique needs
- ability to leverage integrations with web parts
- ease of use for Feldmann's staff
- user interface flexibility to create an ergonomic user experience

Heartland Business Systems

Heartland Business Systems is a division of Heartland Technology Group, a leading provider of technology consulting services, hardware, and hosting. HBS provides end-to-end support for Kentico implementations from business analysis and strategy to design, development, support, and hosting. Heartland Technology Group has over 500 employees focused mainly in the Midwest.

HBS' website development methodology starts with a thorough needs analysis and implementation strategy designed to find a fully integrated solution for each client, including the capability to provide Kentico hosting.

As a Kentico Partner, HBS can leverage Kentico's power and flexibility with HBS' expert team of website and software developers to deliver on-time, on-budget, and on-the-mark results.

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