# CASE STUDY

## The Company:

Woodland Mills was established in 2009 by co-founders Neil Bramley and Josh Malcolm with the aim of addressing a gap in the industry for reasonably priced, high-quality forestry equipment. The company has established a global presence, with its products distributed across North America, Europe, and Oceania.

## The Challenge:

Woodland Mills's previous software solution necessitated a significant amount of manual data entry, with limited ability to control the input fields or determine the required information. This shortcoming resulted in data collection, extraction, and analysis challenges, thereby impeding the ability to make fully informed business decisions. In addition, the limitation of data transparency was especially critical during supply chain uncertainty and growing demand.

## The Solution:

The decision to opt for Microsoft Dynamics was primarily driven by its robust development and proficiency with the power platform, encompassing Power Automation, Power Apps, and Power BI. Furthermore, the platform's extensive range of third-party applications and connectivity options rendered it a compelling choice for the project.

The selection of WebSan Solution Inc. as the ideal partner for this project is due to our status as a Microsoft Certified Gold Partner for Business Central.

Moreover, WebSan's comprehensive approach to facilitating a well-integrated CRM and ERP solution was particularly attractive, and their custom suite of applications for EDI, supply chain, and distribution was a critical factor in the decision-making process.

## Implementation Process:

Undertaking a project of this magnitude during a time of significant business expansion inevitably presented considerable challenges for both Woodland Mills's internal design team and the developers involved.

However, with the valuable assistance of the WebSan team, they were able to realize their vision and adapt it as they became more familiar with the system's capabilities and identified new business requirements and features for future-proofing.

Despite the challenges of attempting to encompass all aspects of the project from the outset while managing the monumental change for our users, the WebSan team demonstrated remarkable patience and adaptability, responding adeptly to change requests and ultimately helping to bring their design to fruition.

## Benefits of the New System:

"The successful implementation of the CRM and ERP has enabled us to accomplish the goals that were initially set out at the start of the project. The new system has enhanced the control and accessibility of important data points, decreased the number of siloed systems, improved transparency of customer correspondence and data for all users, streamlined various workflows, and automated certain processes and tasks using job queues, logic rules, power automate, and EDI/API connections with other software and partners."

"Overall, the system has contributed significantly to our company's scalability, thereby allowing us to better serve our customers. Other businesses encountering limitations with their current software solutions in terms of workflows and data integrity should consider migrating to a more suitable system."