HITACHI
Inspire the Next

Millcraft Case Study

MILLCRAFT
Just ask.

Hitachi Solutions

Paper and Packaging Distributor Simplifies User Interface, Speeds Online Order Entry with Ecommerce for Microsoft Dynamics

Customer Profile

The Millcraft Paper Company is a leading independently-owned merchant serving the professional paper, packaging and graphic art industries. Millcraft is committed to simplifying the buying process and improving customer service for its clients.

Through its 95 years of industry experience, Millcraft remains dedicated to its customers and to maintaining excellent relationships with them as the company grows. Millcraft is a leading independent merchant of printing and office papers, envelopes, packaging, and graphic design products that has recently experienced extensive growth in sales and purchasing power throughout the Midwest.

INDUSTRY

Manufacturing

LOCATION

United States

"We are always working to make ordering on MyMillcraft as easy as possible for our customers. Hitachi Solutions' recognition with Microsoft was an early indicator of the lasting support they've provided as we continually work to simplify processes and streamline order fulfillment."

Mark Holocker, e-Business Development Manager, Millcraft

CHALLENGE

As Millcraft grew as a company−it currently has sales and distribution centers in 14 cities, covering seven states and Canada−it required an ecommerce software that could keep up with its aggressive growth rate. Millcraft currently processes more than 8,000 stocked items in more than 500,000 square feet of warehouse space, which adds up to $15 million in inventory annually.

Millcraft's previous ecommerce software simply could not keep up with the changing needs of the growing business, and the interests of the customer base. As a result, Millcraft sought an ecommerce platform powerful enough to process thousands of items, while providing scalability for changing business processes and flexibility to meet continuously evolving customer needs.

"We are always working to make ordering on MyMillcraft as easy as possible for our customers," said Mark Holocker, e-Business Development Manager at Millcraft. "Hitachi Solutions' recognition with Microsoft was an early indicator of the lasting support they've provided as we continually work to simplify processes and streamline order fulfillment."

In an effort to adapt MyMillcraft to changing customer demands, Millcraft sought to implement Ecommerce for Microsoft Dynamics. The added functionality provided by Hitachi Solutions enabled Millcraft to close more sales online due to streamlined order fulfillment, an advanced customer portal, integration with Microsoft Dynamics AX, and more.

SOLUTION

With Ecommerce for Microsoft Dynamics, Millcraft was able to create a polished, user-friendly ecommerce platform for its customers. By incorporating customer feedback into the design of MyMillcraft, the web store front became a top choice for placing paper orders online.

Millcraft has a large population of customers in the 40+ age range, and has expelled additional resources to increase usability for an older demographic. The usability of Ecommerce for Microsoft Dynamics set the stage for seamless user adoption and continued use of the online interface, which reduces the amount of valuable time salespeople spend placing orders over the phone.

By making adjustments to MyMillcraft based on customer feedback, customer satisfaction and use of the site has increased. The average lines per order is now 50 percent higher on MyMillcraft than by phone. This is a testament to the advanced searching capabilities, increased speed, and reduced number of clicks to order, as well as various cosmetic changes.

"We've made huge strides in reducing the number of clicks to order on MyMillcraft," said Holocker. "We display information like item descriptions, stocking quantity, and price, as well as wish list and item history right on the product listing page. This eliminates the need to go to each product detail page and is a big time saver. We're hearing great feedback on this from our test customers."

In addition to providing a rich customer portal and web ordering platform, Ecommerce for Microsoft Dynamic's integration with Microsoft Dynamics AX ensures that everything is running smoothly on the back end as well.

Inventory information is updated real time via an automated flow of information between Microsoft Dynamics AX and Ecommerce for Microsoft Dynamics. This ensures that accurate pricing and availability is displayed on MyMillcraft, and orders are fulfilled more quickly.

This constantly updated information delivers the same high level of customer service to MyMillcraft shoppers as they would expect from placing an order by phone, but without the added time involved with calling in an order.

BENEFITS

WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

Quick Order Entry

MyMillcraft customers can easily place orders using the quick order entry capabilities in Ecommerce for Microsoft Dynamics. Customers can search the catalog master or individual order histories to add items to the order, either individually or in bulk, via multiple line items. Lists are also used to simplify bulk orders, as customers can create and manage lists either using item codes or lists uploaded from Excel. This streamlines the order process and makes ordering in bulk and repeat orders quick and easy.

Custom Search Functionality

The MyMillcraft search engine features a multitude of search words that are queued in a way similar to a Google search. The search database automatically populates and can then be drilled down by attribute, for example: sizes, bases, weights, colors, and finishes of paper. Right on the search screen, information such as item description, item code, unit of measure, stocking quantity, and price are all displayed to reduce the number of clicks to process an order. It is not necessary to go to the product detail page to find vital information.

Integration with Microsoft Dynamics AX

MyMillcraft integrates with Microsoft Dynamics AX, which provides automated, real-time product information for each product. This ensures that customers are always shown accurate pricing and inventory on the product pages, and that orders placed on the site flow immediately into Microsoft Dynamics AX for quick processing and fulfillment.