



Keyora's Webfoot® B2C e-Business Platform Customer Solution Case Study



Shop or Donate online. One charitable organization streamlines their web portal.

Overview

Country or Region: Canada

Industry: Non-Profit

Customer Profile

UNICEF Canada works for and with children in 150 countries and territories, advocating for children's rights, ensuring their basic needs are met and enabling them to reach their full potential. As a result of over 50 years of UNICEF Canada working on the ground around the world, the lives of millions of children have been saved and improved.

Business Situation

The not-for-profit organization required an updated e-commerce solution that would consolidate their e-Business strategy on one consistent platform while eliminating the need to re-key web orders into Microsoft Dynamics® GP.

Solution

UNICEF Canada partnered with Keyora's Webfoot® e-Business Platform with its turnkey two-way synchronization between the customizable web store and Microsoft Dynamics® GP.

Benefits

- Time savings for all departments
- Minimized maintenance costs
- Richer functionality

“Time and time again, you have provided UNICEF with outstanding products and services, on time and on budget, despite the very aggressive timelines we give you.”

Hisurn Hong, Director, Information Technology, UNICEF Canada

UNICEF is one of the world's best recognized charities and a leading advocate for children, helping to build a world where the rights of every child are realized. Supported entirely from voluntary funds, an e-Business portal was an extension to their regular donor contribution methods. As a not-for-profit organization, the solution would eliminate redundancies such as re-keying of orders by multiple departments, reduce costs and provide rich content to the end customer. UNICEF Canada partnered with Keyora to implement Webfoot® e-Business Platform that integrates seamlessly with Microsoft Dynamics® GP. The organization received a scalable solution that allows them to focus on their organization's priorities.



With Webfoot® B2C e-Business, UNICEF Canada could focus on de-ploying staff to aid during global catastrophies like the Asian Tsunami crisis of 2005 instead of focusing on administrative tasks related to web orders.

Situation

UNICEF Canada knew that creating an online portal was an excellent way for their organization to supplement regular donor contributions. So back in 2002, they implemented a custom e-Business solution that allowed them to market their Consumer Mail Order products and corporate cards to the public. The problem was that the website lacked critical functionality they needed and was expensive to enhance and maintain due to its custom nature. In addition, it was a standalone system, requiring many additional hours of the staff's time to re-enter web orders into Microsoft Dynamics® GP for processing and fulfillment. During peak times, the organization would have to hire additional temporary workers. The ongoing costs in terms of software and personnel were becoming prohibitive as volumes grew.

UNICEF Canada wanted to implement a system that would:

- Integrate seamlessly with Microsoft Dynamics® GP in order to eliminate the need to re-key web orders
- Minimize the costs of ongoing maintenance
- Provide richer functionality at a lower cost than custom

Solution

After thorough market research was complete, it was determined that the right fit for the non-profit organization was Keyora's Webfoot® B2C e-Business Platform. It provides UNICEF Canada with a packaged e-Business solution with built-in, seamless integration to Microsoft Dynamics® GP.

Bi-Directional Integration

As a not-for-profit organization, UNICEF Canada strives to control their operating costs in order to maximize the dollars going to their primary mandate of serving children around the globe. The Webfoot® e-Business

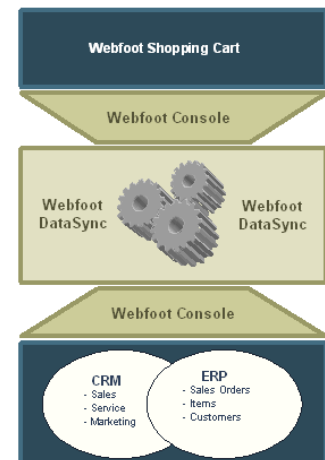
Platform provides UNICEF with a bi-directional, seamless integration to Microsoft Dynamics® GP that eliminates the need to hire additional staff to re-enter web orders during peak campaigns and unplanned crises.

In early 2005, the Asian Tsunami crisis hit without warning. The subsequent relief effort at UNICEF translated into an unprecedented volume of transactions that stretched the existing UNICEF staff to the limit. Luckily, with Webfoot® B2C firmly in place, the automated feed to Microsoft Dynamics® GP meant no additional effort was required to handle the extra volume from the web.

Having Webfoot® B2C, UNICEF Canada could re-deploy their existing office staff to other key systems and processes and thus avoid a potentially huge backlog of orders that would have occurred if each order had needed to be entered manually into Microsoft Dynamics® GP.

Easy-to-Use Content Management

Keyora's user-friendly Webfoot® Console makes updating item content for the web store easy and fun to complete. Prior to implementing Webfoot® B2C, adding a new



“Through innovative fundraising strategies, UNICEF Canada mobilizes individuals, businesses, governments and foundations to support UNICEF’s work. Major fundraising initiatives include UNICEF’s on-line cards and gifts shop at www.shopunicef.ca.”

UNICEF Canada at a Glance, www.unicef.ca

item to the web store meant going through a number of internal departments before the item got published to the website. The item first needed to be entered into Microsoft Dynamics® GP by the Finance Department, then it was transferred over to the Marketing Department for additional web content and finally it got transferred back to the Information Technology Department for web publishing. The process itself could take weeks to complete.

Now, with Webfoot® B2C’s easy-to-use content manager, an item shows up in the Webfoot® Console minutes after it is entered in Microsoft Dynamics® GP. The Marketing Department then launches the web-based Webfoot® Console from their internet browser and adds the marketing descriptions, images and supporting documents. The final step is to change the item’s status from “Inactive” to “Active”, which automatically publishes it to the web store.

Benefits

UNICEF Canada has continued to grow as a charitable foundation with a strong focus on child protection, survival and development. With their partnership with Keyora’s Webfoot® e-Business Platform, they can keep their focus on their foundation and allow Webfoot® to work hand-in-hand with their back office.

Time Savings for All Departments

Within the first six months of implementation, UNICEF’s Webfoot® B2C solution had smoothly integrated over 8,000 orders from the web portal to Microsoft Dynamics® GP. Web orders flow through in a hands-off, real-time manner directly to their Sales Order Processing module, ready for fulfillment. Previously manual processes are now automated and the need to hire temporary workers during peak times for the purpose of order administration is no longer there. Together with Keyora, UNICEF Canada is able

to consolidate their e-Business strategy on one consistent platform – Webfoot®.

Minimized Maintenance Costs

Items can now be available for sale within minutes of being added to Microsoft Dynamics® GP. Ongoing maintenance of pricing, quantities, descriptions and attachments occurs in real-time in either Microsoft Dynamics® GP or the Webfoot® Console. Best of all, the IT Department is eliminated from the process, freeing up their valuable time to concentrate on more critical issues.

Richer Functionality

With the user-friendly Webfoot® Console and the seamless integration with the back office, UNICEF Canada is quickly and easily able to offer an unlimited amount of products and services through their web portal. The new platform makes it easier for donors and customers to conduct business with the organization.

Going forward, UNICEF Canada plans to join together Webfoot® B2C and Microsoft Dynamics® GP with their Raisers’ Edge Customer Relationship Management System in a real-time synchronized solution. Having one fluid system that ties together their key enterprise solutions will enable UNICEF Canada to better monitor customers’ buying habits and provide a more personalized focus on customer care and retention. UNICEF Canada strongly believes that their investment in Keyora’s e-Business solutions will greatly improve their ability to meet the challenges of today’s business environment.

For More Information

For more information about Keyora products and services, call (866) 661-6688, e-mail us at sales@keyora.com or visit the website at: www.keyora.com

For more information about Microsoft products and services, call (800) 426-9400 or visit the website at: www.microsoft.com

For more information about UNICEF Canada's products and services, call (416) 482-4444 or visit the website at: www.shopunicef.ca.

For more information about Microsoft Dynamics®, visit the website at: www.microsoft.com/dynamics

Webfoot® e-Business Platform

Keyora's award-winning Webfoot® e-Business Platform has been designed to provide mid-market and enterprise organizations using Microsoft's Dynamics® AX or Dynamics® GP with a seamless, real-time e-Business environment that takes all the rich customer and item content from Dynamics® and presents it to your customers, employees and trading partners in a common browser format, ready for purchase. No matter what your requirements, it is our goal to provide you with a scalable solution that you will never outgrow.

For more information about the Webfoot® B2C e-Business Platform, call (866) 661-6688, e-mail us at sales@keyora.com or visit the website at: www.keyora.com

Software and Services

- Keyora Webfoot® B2C e-Business Platform
- Microsoft Dynamics®
 - Microsoft Dynamics® GP

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- Keyora
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