

WebSan transforms operations for SMBs in manufacturing and distribution space

Pioneer in high volume practice building brings transparency to ERP and CRM implementation

[WebSan Solutions Inc.](#) has been a Microsoft Business Applications partner since 2007, helping small and medium manufacturers and distributors solve challenges around supply chain, enterprise resource planning (ERP), and accounting software. In 2008, when the idea of the cloud was only just beginning to get traction, WebSan decided to offer the on-premises Microsoft Dynamics GP solution as a hosted offering to differentiate itself from other service providers in the Toronto area. The result was a successful, high-volume business model with fixed price points and implementation timelines that allowed the Canadian partner to sell solutions to a much wider market.

Today, most of WebSan's business has transitioned to Microsoft Dynamics 365 cloud solutions and its proven methodology of delivering rapid, standardized implementations has only improved. Fixed-fee packages for Dynamics 365 Business Central, Sales, Customer Service, and Field Service make it very easy for customers to evaluate the costs of moving to cloud-based ERP and CRM against business requirements. "Our pricing and implementation timelines are on our website," said Andrew King, Managing Director at WebSan. "Customers are very pleasantly surprised by our transparent approach."

WebSan found increased success after launching a [YouTube channel](#) in 2011, featuring hundreds of product overview, demo, and best how-to videos for customers looking to increase profitability, manage their resources more effectively, and improve productivity and efficiency in their operations.



About WebSan

WebSan is a Microsoft Gold Certified Partner specializing in ERP and CRM solutions for small and medium-sized businesses in the distribution and manufacturing industry.

Microsoft Business Applications focus

Dynamics 365 Business Central, Dynamics 365 Sales, Dynamics 365 Customer Service, Dynamics 365 Field Service, Power Platform

Segment

SMB

Headquarters

Canada

Microsoft partner since

2007

Key customer outcomes

Eliminated manual process of keying in thousands of orders weekly

Grew same-store sales by 20%

Increased hiring pool for technical resources



"When they see how Dynamics 365 Sales integrates with Business Central, it's a bit of an "aha!" moment. And since our sales team is able to dive deep into both solutions equally, it becomes a single sales motion."

Andrew King
Managing Director, WebSan Solutions Inc.

With more than 8,000 followers and nearly 1.8 million views, the channel has allowed WebSan to make its sales process even simpler. “We had issues getting demos scheduled because we just didn’t have time in our calendars, so for one prospect, I just recorded a video of me demo-ing some stuff in GP and sent a link off YouTube. The customer loved it and the deal closed the next day,” said King. “We quickly realized that when we create our own content, a video is as good as delivering the content live. It’s really made us much more efficient while giving customers what they want.”

Today, WebSan adds at least one new customer each week, with all sales handled by just two sales associates. The typical sales cycle is only 30 days, and 70% of customers come from areas well outside its Toronto headquarters. “With a high-volume approach and Dynamics 365, we can do more with less resources,” said King. “What makes us special is that our sales team can have real business conversations with our prospects and clients and talk about real business outcomes versus just robotically implementing software for them.”

Industry expertise and technology depth spell success for SMBs

While the high-volume model has helped streamline customer acquisition, WebSan’s industry focus and deep sales and technical expertise in the Microsoft Cloud portfolio are the reasons that its customers thrive. If clients come to WebSan without a defined process—for example, warehouse management—the partner can easily tell them how to set up warehouse operations efficiently leveraging best practices and deep industry expertise. While most implementations are standardized, if clients have unique requirements, the WebSan team can deliver custom developments on Business Central or by leveraging Power Apps and Power Automate.

Likewise, sales and implementation teams are able to dive deep into both ERP and CRM scenarios for manufacturers and distributors. It’s not surprising then, that 75% of WebSan customers implement both Dynamics 365 Business Central alongside Dynamics 365 Sales. “These solutions work seamlessly together, so if a company is coming off of QuickBooks, you’ll find they likely have as many challenges in sales as they do in inventory and supply chain,” said King. “When they see how Dynamics 365 Sales integrates with Business Central, it’s a bit of an “aha!” moment. And since our sales team is able to dive deep into both solutions equally, it becomes a single sales motion.”



“In less than a year, we implemented 10 different third-party apps for payroll processing, PLC automation, e-commerce, and more—all of which we found right on AppSource. That’s only possible because of Business Central.”

**Kenny Jeans
Vice President Corporate Services
AGT Products Inc.**

Another big factor in the partner's success is its industry-specific intellectual property (IP), which helps meet customer needs with pre-packaged offerings. It has published 18 out-of-the box apps that extend Business Central functionality on [AppSource](#), ranging from EDI integration to backorder processing to container handling. "We can deliver all the technology in line with your business challenges and package it up in a bow. That not only provides additional domain expertise, which clients appreciate, but makes implementation a lot more straightforward as well," said King.

AGT transforms operations with Dynamics 365, Power Platform

AGT Products Inc. is a leader in building materials, manufacturing prefinished subfloor, and carbon fiber and concrete strengthening and repair products. A legacy ERP system was limiting the company's operational efficiency—data was siloed without necessary application integrations, licensing costs were high, and it was extremely difficult to find staff with the knowledge necessary to continue developing the solution. AGT turned to WebSan, a partner that had already begun helping them modernize their CRM with Dynamics 365 Sales and Power Platform. This included building a Power App that replaced a manual, paper-based tracking process for in-store sales visits and inventory analysis with a tablet-based data collection app that helped grow same-store sales by 20% year over year.

To solve their ERP concerns, WebSan implemented Dynamics 365 Business Central, along with multiple pre-built connectors such as EDI365, which has allowed them to nearly eliminate manual order entry. "On average, we process 400-500 orders a day, and 90 percent of those are now handled with EDI," said Kenny Jeans, Vice President Corporate Services at AGT Products Inc. "The ability within Business Central to process that volume of orders with only two people would be impossible with our previous ERP."

The move to Business Central has also provided a platform for AGT to easily integrate other solutions to meet the needs of the business. "In less than a year, we implemented 10 different third-party apps for payroll processing, PLC automation, e-commerce, and more—all of which we found right on AppSource," said Jeans. "That's only possible because of Business Central." The platform also made sourcing technical resources much easier. "Moving to Business Central opened up a whole new hiring pool. We've hired 10 new people in the last year and the learning curve for training is much shorter," concluded Jeans.

Fine-tuning for further efficiency

WebSan sees a strong future for its Dynamics 365 practice, despite softening global economic conditions. By continuing to fine-tune its high-volume approach, the partner seeks to grow its customer base with its existing resources. "SMBs are fundamentally looking for ways to be more efficient, and that is what we can provide with Dynamics 365," said King. "We will continue to focus on sharpening and tweaking our implementation processes and IP development to be more efficient with our own resources, which will help us be more agile in bringing lower-cost solutions to market."