



## CASE STUDY

# A Cutting Edge E-commerce Experience with Microsoft D365 Commerce



## EVENICA'S CLIENT: KASCO

KASCO has been an industry leader for more than 110 years and they've always been on the *cutting edge* of meat grinding equipment. They're the world's premier manufacturer and supplier of sharp edge metallic cutting products, and North America's leading provider of commercial food equipment parts. While their reputation for high quality products is well established, the online KASCO customer experience did not reflect this. KASCO knew it was time to modernize their digital sales channel, but they needed an experienced team to guide them to the best solution.

*"Like many small manufacturers our online space, our digital presence and our e-commerce has been a bit lacking in recent years. Over the last year we've done a lot of strategic work internally and decided to grow that online channel." - Jake Howard, IT Director at KASCO*

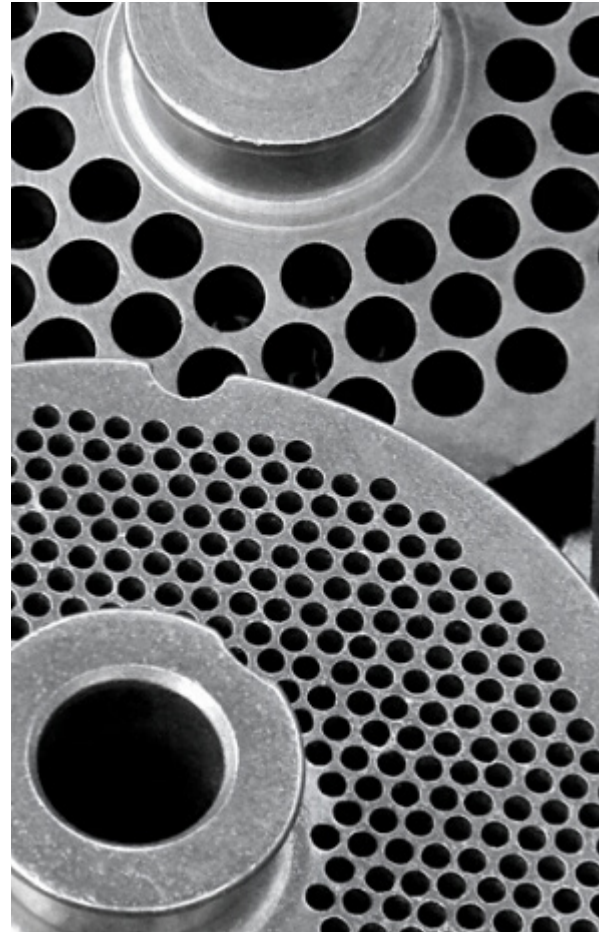
## EVENICA'S PARTNER: COVENANT TECHNOLOGY PARTNERS

Covenant Technology Partners specializes in helping clients plan their investments in technology, design and implement solutions that drive competitive advantage, and manage critical projects to successful return. Founded in 2004, Covenant Technology Partners has been one of the leading information technology consulting firms in St. Louis for over 16 years and remains an esteemed Microsoft Gold Partner.

## THE CHALLENGE

An upgrade to KASCO's e-commerce presence required a scalable platform that would seamlessly integrate with their ERP and digital strategy. The first challenge KASCO acknowledged was that they lacked the internal resources required to tackle this project in-house. They had a few key executives with e-commerce experience, but they didn't have a department dedicated to digital commerce. It was critical for KASCO to choose an e-commerce partner that was more than a platform implementer - they had to be a strategic partner who could help KASCO articulate their full e-commerce vision and design with a solution that could evolve at the same pace as their business.

The second challenge was choosing the right e-commerce platform. One that could scale with their growth, yet not be so complex that it required an internal staff of specialists. The e-commerce partner and platform needed to support KASCO as they evolved their online channel. Above all, the e-commerce platform had to align with their ongoing digital transformation built on D365 Finance and Operations led by KASCO's Microsoft partner Covenant Technology Partners.



## THE SOLUTION

### MICROSOFT D365 COMMERCE, IMPLEMENTED THROUGH EVENICA'S QUICK START METHODOLOGY

Evenica came highly recommended. With decades of experience developing feature rich e-commerce solutions, Evenica's Quick Start Methodology aligned with KASCO's long term vision. There was a great cultural fit between Evenica, KASCO and Covenant - and KASCO understood that Evenica would be a partner that was invested in their long term objectives. After an initial discovery, Evenica presented Microsoft D365 Commerce as a scalable solution that could be implemented precisely through Evenica's highly refined Quick Start methodology. This option offered technology synergy between KASCO's existing platforms - including Microsoft D365 Finance and Sales. This seamless integration provided flexibility, efficiencies and capabilities that other e-commerce platforms couldn't provide.

*"In that overall partnership, and this is true for both Covenant and Evenica, one of the things that we're learning more and more is how much culture plays a role within our groups - within KASCO's own business, but also within our partnerships. One of the values in both of these projects is the openness, the transparency that we all have, as well as **always have a sense of fun!** This has got to be exciting, and I think it's exciting for all of us! And that culture fit, I truly believe it builds long term partnerships. It allows partners like us to have a vested interest in the outcome."*

*- Jake Howard, IT Director at KASCO*



## THE EVOLUTION

The right e-commerce platform becomes the foundation for outstanding customer experiences, sales channel expansion, marketing initiatives and future business development. With Microsoft D365 Commerce for B2C, KASCO is primed for strategic growth. In the next phase of their e-commerce evolution, Evenica will help KASCO grow sales by leveraging the latest B2B portal functionality in D365 Commerce to concentrate customers across traditional sales channels into new, engaging digital channels. Not only will customers win with a great experience, but this will also provide customers with access to KASCO's entire product catalogue for the first time.

In the world of field sales, KASCO plans to empower their Field Technicians to grow sales by directing customers to personalized online portals. By leveraging D365 Commerce B2B, their customers will experience for the first time federated access to product information, coupons and placing orders. For KASCO, Microsoft D365 was the only platform out there that could offer the growth, flexibility and long-term ROI to weave e-commerce across all of their channels.

As KASCO continues to plan for the future of their business, Evenica will remain a committed partner. We look forward to future strategic initiatives with KASCO and Covenant Technology Partners where we can leverage our extensive experience to guide them through their e-commerce evolution.

## ABOUT EVENICA

Gold  
Microsoft Partner

### LEADING THE EVOLUTION OF E-COMMERCE TECHNOLOGY

Evenica is an independent software vendor developing e-commerce solutions for brands that envision the most demanding and sophisticated digital experiences. A Microsoft Gold Partner recognized as one of the longest standing and most experienced e-commerce partners in the Microsoft environment. Evenica was presented the Deloitte Technology Fast 50 program award in 2020 for our rapid revenue growth, entrepreneurial spirit and bold innovation. The program recognizes technology companies with the highest revenue-growth percentage over the past four years.



[EVENICA.COM](https://www.evenica.com)



+1 844 227 0453



[INFO@EVENICA.COM](mailto:info@evenica.com)