

CASE STUDY

From the Ground Up: How Mirage Hardwood Flooring Transformed B2B Sales with Evenica



CLIENT: MIRAGE HARDWOOD FLOORING™

Mirage Hardwood Flooring is a leading manufacturer of high-quality hardwood flooring, known for its craftsmanship, durability, and commitment to sustainability.

With manufacturing plants in Quebec, Ontario, and Stuart, Virginia, Mirage has been a trusted name in the industry for over 30 years, earning a reputation for producing premium flooring solutions that enhance both residential and commercial spaces. With a strong focus on quality control, Mirage ensures that its products meet the highest industry standards, offering a wide range of wood species, finishes, and colors to suit various design preferences.

“Our dealers wanted to be able to find information on their own, especially outside of regular business hours. Now, they have the tools to close sales more efficiently because of Evenica’s support.”

– Annie Poulin, Information System Director, Mirage Hardwood Flooring™

THE CHALLENGE

As a company rooted in traditional sales channels, Mirage Hardwood Flooring did not initially have an e-commerce platform for its B2B customers. The company wanted to provide its dealers and partners with a more efficient way to browse product information, check inventory, and place orders online. However, the challenge lay in integrating a new e-commerce system with their heavily customized Microsoft Dynamics 365 Finance & Operations (D365 F&O) ERP.



The company needed:

- A seamless integration between its ERP and a new e-commerce platform.
- A way to maintain its existing customized processes within D365 without overcomplicating the e-commerce setup.
- A scalable solution that would allow future expansion across its dealer network.

THE SOLUTION

After evaluating multiple platforms, Mirage Hardwood Flooring selected Microsoft's D365 Commerce as their solution and Evenica as their commerce partner based on strong recommendations from its ERP partner, Alithya. Evenica's specialized focus on D365 Commerce made them the ideal choice for implementing a seamless B2B e-commerce experience.

From the first interaction, the Mirage team was impressed by Evenica's ability to understand their needs. ***“At the first meeting, we said, ‘OK, I think they really understand what we want’”*** recalled Annie Poulin, Information Systems Director at Mirage.

Evenica's structured and organized approach made the implementation process smooth. Weekly meetings, budget updates, and close collaboration ensured transparency throughout the project. The Evenica team worked closely with Mirage to tailor the platform while ensuring that no unnecessary customizations were made—keeping the implementation efficient and maintainable.



THE EVOLUTION

Since implementing D365 Commerce with Evenica, Mirage Hardwood Flooring has seen significant benefits:

- **A self-service portal for B2B customers:** Dealers now have access to real-time product details, inventory, and ordering tools, reducing their reliance on manual processes.
- **Improved customer experience:** “Our dealers wanted to be able to find information on their own, especially outside of regular business hours,” noted Poulin. “Now, they have the tools to close sales more efficiently.”
- **A scalable foundation:** The company launched the platform with a small test group in Quebec, but has plans to expand to a wider customer base, as well as add more product lines and accessories.

Evenica’s flexibility and expertise played a crucial role in accommodating Mirage’s unique business processes.

“Evenica gave us different options, worked with us to implement functionalities, and was very helpful and creative.”

-Élizabeth Côté, Customer Relationship App Specialist, Mirage Hardwood Flooring™

ABOUT EVENICA



LEADING THE EVOLUTION OF E-COMMERCE TECHNOLOGY

Evenica is one of the leading implementors of Microsoft Dynamics 365 Commerce and has a growing portfolio of their own IP that extends and amplifies the capabilities of Commerce. A Microsoft Solutions 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 for their rapid revenue growth, entrepreneurial spirit and bold innovation. Also named runner-up in the Microsoft Partner of the Year Awards for the category of Commerce.



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