

# TECHNOLOGY MODERNIZATION & SCALABILITY SUCCESS STORY

*How Kenway Consulting helped a wholesale distribution client drive the transition from legacy technology to modern processes, systems, and overall infrastructure.*



The client recognized that they needed to find the right technology partner to help them scale their operations through people, process, and technology modernization.

## CLIENT PROFILE

**Industry:** Wholesale Distribution

**Client:** Mid-market e-commerce company

**Solution:** Technology Modernization and Scalability

A mid-market e-commerce company specializing in wholesale specialty light bulbs and batteries **faced challenges in scaling its operations** due to legacy technology, fragmented IT infrastructure, and a lack of visibility into business operations. They sought a technology partner to help **modernize their processes, systems, and overall infrastructure.**

# THE PROBLEM

The client, an online reseller serving both B2B and B2C customer segments, partners with over 100 suppliers in a drop-ship model and uses technology to match diverse customer needs with an inventory of over 1 million items.

**Growth was hindered by an antiquated and under-supported technology stack.**

## THE CHALLENGES

**Due to limited internal resources with expertise in their legacy technology stack**, the client relied heavily on a small, specialized IT partner with limited support capabilities. If the support from this partner were to cease unexpectedly, it would have severely impacted our client's operations.

Their **fragmented IT infrastructure** was difficult to manage and maintain, because it was built with a combination of on-premise devices, hosted servers, and cloud services from various providers

**Heavy reliance on senior/executive leadership** to perform certain business functions kept them from more strategic activities.

Historically, improvements on existing technology systems have been made on an **end-of-life platform**.

**Improvements made by technology partners did not result in the improvements expected.** Given these results the organization was not able to justify expansion into new product categories.

This situation has caused a **concern that investing in their existing technology systems would only marginally improve key areas of interest.**

Legacy systems have successfully generated substantial value for the company, but their **scalability is limited due to the need for considerable development and customization expenses.**

Outdated existing technology and **dependence on a retired key developer for critical knowledge** blocked the implementation of new capabilities and elevated system support-related risks.

# THE SOLUTION

To assist the organization in adopting a new technology solution, Kenway Consulting conducted an analysis to define options for a technology modernization. This solution would enable the organization to view their business results, analyze data to identify areas for improvement, and ensure that support functions are integrated within the IT team rather than being managed by senior leadership. We focused on understanding their current limitations, researching options and building a recommendation for scalable technology solutions. Throughout the process, we conducted a gap analysis, developed Power BI dashboards, and ensured seamless data flow between systems.

The project included the following components:



**IT Platform Assessment**

**RFP Facilitation**

**Data Management, Analytics, and  
Visualization Optimization**

**Program Management**

Based on the results of the analysis we recommended the client

- Transition from their outdated platform to Microsoft Dynamics 365 Business Central
- Leverage the cost-efficient implementation partner identified through the RFP process for ongoing support after the transition.
- Implement the defined solution architecture design
- Follow the strategic IT roadmap addressing data conversion, mapping, integration architecture, cloud technology stack, and business intelligence recommendations defined.

# WHAT WE DELIVERED

## IT Platform Assessment

- Evaluating existing technology platforms and providing recommendations for optimal technology scalability and modernization
- Developing an entity relationship diagram and business logic decomposition to maintain legacy system value
- Conducting gap analysis between the client's current and desired state
- Evaluating trade-offs related to alternatives and customizations to find the best-fit solution for the client's needs

## Data Management, Analytics, and Visualization

- Creating Power BI dashboards for data visualization
- Assisting with data conversion, mapping, and integration architecture for seamless data flows
- Documenting data flows of critical operational processes

## RFP Facilitation

- Utilizing gap analysis to inform the creation of an RFI (Request for Information) within the RFP (Request for Proposal) facilitation workstream, ensuring vendor proposals align with the client's requirements and business objectives
- Executing the RFP process by developing a vendor scorecard during demo cycles, allowing for objective evaluation and comparison of potential implementation partners based on their capabilities and alignment with the client's needs

## Program Management

- Managing program coordination and overseeing integration dependencies across multiple vendors and workstreams
- Ensuring effective communication and collaboration between stakeholders, vendors, and the client during the modernization process
- Identifying and addressing potential risks and challenges in the technology modernization and integration process
- Monitoring project progress and adjusting plans as needed to ensure successful implementation and adoption of the new technology platform

# THE RESULTS

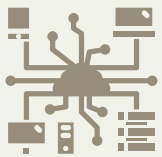
## The results of technology modernization and scalability



The organization now has a Strategic IT roadmap offering clear direction for technology modernization investments, ensuring alignment with business objectives and maximization of investment dollars.



The organization successfully transitioned to a new technology infrastructure and shifted from single-resource IT partners to a best-in-class company, reducing key person risk.



The transformation roadmap is now centered on Dynamics 365 and Azure services, enabling the team to operationalize a modern technology stack and establish a scalable, cost-effective, efficient, and extensible System Architecture on cloud infrastructure.



Power BI dashboards and business intelligence capabilities now empower the organization with data-driven insights for informed decision-making and leveraging cross-system data for analytical tools to maximize margin and sales.



Kenway's assistance in data conversion, mapping, and integration architecture led to clear and concise data flows, business logic decomposition, and well designed data management processes.



Kenway helped to identify and vet a long-term resource for data management and data engineering, participated in the interviewing, onboarding, and training to transition our billable support to a long-term solution, and enabled that resource to start contributing quickly.

**Overall, the client experienced significant operational improvements and is well-prepared for continued growth and success with a modern, scalable technology infrastructure.**

**To find out how we can help transform your business with technology modernization, [reach out to one of our experts at Kenway Consulting.](#)**