

Wellocks - Integrations

EDBWN rebuilt Wellocks' customer ordering platform and integrations around Dynamics 365, improving resilience, automation, and customer experience.

Client: Wellocks

Sector: UK fresh food distributor supplying chefs, restaurants and hospitality businesses

Scope: Integration, Bespoke Software, Modernisation, Automation, Support

Overview

Wellocks decided to move to Microsoft Dynamics 365 as their new ERP system. As part of that change, EDBWN rewrote their existing processes so they would work with D365, helping reshape the way key parts of the business operated around the new platform.

The project included creating a new website for Wellocks' customers and building multiple integrations with third-party systems. This was an important transformation project, as it touched both customer-facing systems and core business operations.

The Challenge

As Wellocks moved from its previous ERP system to Dynamics 365, it was essential that the transition was smooth and did not disrupt day-to-day business operations. The business still needed to run effectively while major systems and processes were being replaced behind the

scenes.

The most challenging part of the project was its scale. This was a large transformation effort involving multiple business processes, customer-facing systems and third-party integrations, all of which had to work reliably together as part of the move to D365.

What We Did

EDBWN delivered the project end to end. We scoped the work, designed the architecture, built the integrations, and developed the customer ordering platform that sat around the new ERP landscape.

Our role covered the wider delivery outside of Dynamics 365 customisation itself. The only part we did not build directly was the customisations inside D365 ERP, which were handled by a third party, Columbus. EDBWN focused on making sure the surrounding systems, integrations and customer-facing platform worked effectively with the new ERP setup.

A key part of the solution was the microservice architecture we designed and built. This made the platform fast, reliable and easy to extend over time. It also improved resilience in day-to-day operations. Downtime is now measured in seconds, orders are protected by queue-based processing rather than being lost in transit, and the platform can handle major spikes in order volume much more effectively.

One of the main third-party integrations was with MaxOptra, which Wellocks used to plan deliveries and collections. This integration was important in helping operational data flow smoothly between Wellocks' systems and delivery planning processes.

The new customer website also replaced an older ordering setup, helping move Wellocks onto a more modern platform as part of the wider transformation. The new experience is much more intuitive and faster, and it is now much easier for customers to find the products they need through a simple global product search.

The platform also handled customer-specific trade behaviour such as pricing and ordering rules. The new integration process was end to end, meaning that from the moment a customer placed an order, through sales order creation and on to shipping, the workflow was automated.

Technologies and Capabilities

.NET

Azure Functions

Azure Service Bus

BigCommerce

Dynamics 365

Redis

Cosmos DB

React

Grafana

Outcome

Business operations became smoother and more automated as a result of the project. Customer satisfaction improved, the support team began receiving fewer requests, and employee satisfaction also increased thanks to better systems and processes.

How We Worked

We used a SCRUM agile approach throughout the project and kept communication flowing constantly with stakeholders. Because the project was so large, alignment was critical. We worked with people at all levels of the business to make sure everyone stayed informed, understood the direction of the project, and agreed on the path forward.

The project did not stop at launch. We continue to support and evolve the platform, helping Wellocks improve it over time as the business and customer needs develop.

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