



# Ten Thousand Villages, the Oldest Fair Trade Organization in the U.S., Automates and Streamlines eCommerce Channels with Channel Sales Manager

Ten Thousand Villages is a nonprofit, fair-trade organization that markets handcrafted products made by disadvantaged artisans in more than 35 countries. Founded in 1946, Ten Thousand Villages was the first fair-trade organization in the U.S. and today is one of the world's largest. It cultivates long-term buying relationships in which artisans receive a fair price and work in safe conditions. Ten Thousand Villages is a founding member of the World Fair Trade Organization (WFTO) and a certified member of the Fair Trade Federation (FTF). The organization is proud to be known around the world as one of the most ethical organizations; many of the products they carry are made from recycled materials.

## The Challenge:

Ten Thousand Villages is primarily a distribution organization, selling directly as well as through various channels, including online, 17 company owned

### Client



### Partner

ArcherPoint, Inc.

### Microsoft Product

Dynamics NAV

### Suite Engine Product

Channel Sales Manager (CSM)

### Industry

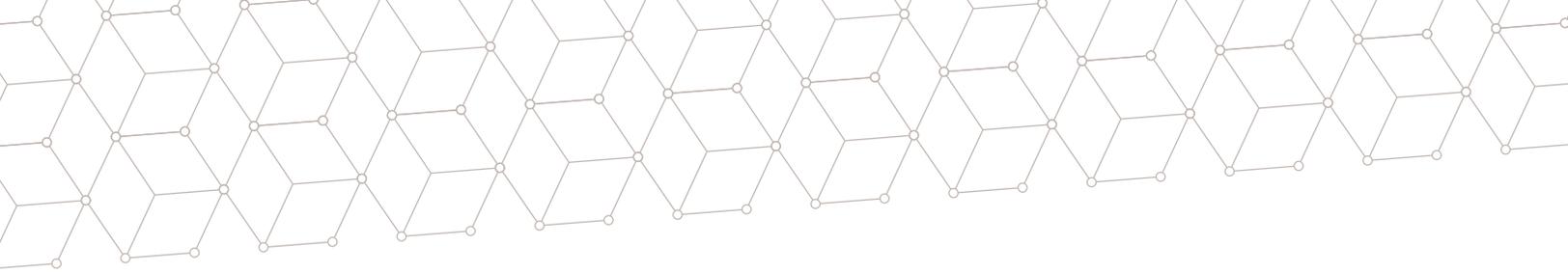
Nonprofit, Retail

### Organization Size

Medium (50 - 999 employees)

### Country

United States



stores, 5 seasonal “pop-up” stores, and 38 “board” stores (similar to franchise stores). Their products are also sold at hundreds of independent retailers. With strong consumer support for fair-trade commerce, the company is going strong: In 2018, the reported revenue was more than \$15M.

However, the eCommerce arm of the business was not operating efficiently. With five different data sources to deal with, Ten Thousand Villages was relying on a string of pieced-together scripts written in-house to get information back and forth between Magento and an outside application. This was resulting in errors and delays in fulfilling customer orders.

#### **The Solution:**

ArcherPoint suggested they implement Channel Sales Manager (CSM). CSM enables companies to manage Magento or Amazon orders and keep their site up to date with the latest information from Microsoft Dynamics Business Central or LS NAV. With complete integration, CSM enables automation of order retrieval, ability to send order shipment and invoice information to Magento in real time, ability to keep product inventory quantities up to date, and more. Most importantly, it enables them to get actionable insight into their eCommerce business that help drive smarter decisions, faster.



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#### **The Results:**

With CSM, Ten Thousand Villages was able to completely remove the scripts, centralizing data source communication and making Microsoft Dynamics NAV the central point where all their data resides. CSM pushes and pulls product information as well as orders directly to their Magento platform, including images, marketing descriptions, and product attributes. While they are not currently using CSM to directly pull orders from Amazon, CSM is bringing in Amazon orders through its’ Magento connection.

Ten Thousand Villages also found CSM to be easily customizable by subscribing to CSM published events which enabled them to integrate gift-wrapped operations and gift card processing very easily.

Implementing CSM not only saves valuable time spent on data entry but also endless hours wasted on troubleshooting. It was also very easy to set up; the company’s internal web developer who is responsible for developing Magento—and who has never used LS NAV—is able to handle and manage the CSM integration without assistance from the IT department. This has freed that group to work on other important initiatives.

“We had multiple different data sources ... long story short, CSM saves us many headaches and it was easy to set up and manage ... rollout was phenomenal!”

Ten Thousand Villages