

# Dynamicweb, Braintree partner up to offer true e-commerce

Braintree, the consulting and integration division of Vox, has entered a partnership with the Dynamicweb software platform. The partnership is intended to provide customers with the best measures for a fully integrated business management and e-commerce solution.



From left to right: Jesper Nordstgaard, director of professional services at Dynamicweb; Brede Bjerke, vice president of sales at Dynamicweb; Neville Levinthal, head of business development at Braintree and Heath Huxtable, head of Braintree.

The Dynamicweb platform combines content management, e-commerce, product information management (PIM) and marketing capabilities.

“We launched to Braintree customers and the response was overwhelming,” says Heath Huxtable, head of Braintree. “The Dynamicweb platform is a game-changer for organisations embarking on a digital transformation journey to become true e-commerce businesses and is a much-needed addition to our solution offering,” adds Huxtable.

## True e-commerce

Braintree has implemented ERP and CRM systems and is one of the leading implementers of business management systems integrated with the Microsoft Dynamics 365 ERP family. It is now expanding its services from management systems to include e-commerce with a specific focus on both B2B and B2C e-commerce solutions.

The management of product information in organisations is becoming as important as the products themselves. A dramatic enabler for organisations to provide consistent, uniform and immediate product information across all their channels is the process of digital transformation of information.

“After numerous conversations with our clients, we realised that very few had a platform to effectively digitise their business to what I refer to as true e-commerce,” says Neville Levinthal, head of business development at Braintree.

Adds Brede Bjerke, vice president of sales at Dynamicweb: “Leading up to the formation of the partnership, we identified that the market targeted by Braintree needed to evolve, in line with the continuous digitisation of businesses in South Africa.

“By working together, we can create and offer customer-specific product information management, e-commerce and ERP solutions, as well as great new offerings that will enable Braintree and Dynamicweb to further entrench themselves in the local market.

“There is no doubt that the new partnership is a huge advantage for us. Not only because Braintree is a rising star in South Africa’s Dynamics channel, but also because they have a strong commitment to being extremely customer-centric with the aim to create a significant return on investment for their customers. That is definitely something we would like to support and be a part of,” Bjerke concludes.

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