



Airsys Communication Technologies

Client Success Story

Airsys Transforms B2B eCommerce with Experlogix and Business Central

With over 30 years of experience, Airsys has established itself as a trusted and dynamic distributor within the communications industry. Operating from strategic locations in the UK and the Netherlands, Airsys serves partners across Europe and the Middle East, combining the scale of distribution with the precision of local solutions. Their commitment to innovation and customer service has made them a leading name in the sector.

Airsys recognised the need to modernise its operations and deliver a seamless digital experience for its partners. At the same time as moving to Microsoft Dynamics 365 Business Central ERP, Airsys wanted a fully integrated B2B eCommerce solution that could support its growth.

Challenge

Airsys needed a B2B eCommerce solution that would:

- **Connect Business Central with a robust online platform.**
- **Provide advanced search capabilities for spare parts.**
- **Support multiple landing pages tailored to specific product categories.**
- **Lay the foundation for future expansion into multilingual markets.**

BENEFITS

- Microsoft Dynamics 365 Business Central integration
- Improved customer experience
- Scalable solution
- Multilingual expansion
- Increased efficiency and accuracy in orders
- Greater flexibility and control

COUNTRIES

United Kingdom and The Netherlands

Solution

Airsys selected Experlogix Digital Commerce to power its new B2B webshop, ensuring deep integration with Business Central. The solution included:

- **ERP Integration:**

Real-time synchronisation between Business Central and the eCommerce platform for accurate pricing, stock, and order management.

- **Enhanced Search Functionality:**

A deep search and spare parts pack enabling customers to quickly find the exact components they need.

- **Custom Landing Pages:**

Multiple category-specific pages designed to improve navigation and user experience.

- **Scalable Architecture:**

After successfully launching the Airsys UK site, the team began working on an EU site to support multiple languages and regional requirements.

Result

With the new eCommerce platform, doing business with Airsys has never been easier. Customers now enjoy:

- **Real-time stock availability**
- **Instant pricing checks**
- **Cart building and management**
- **Product favourites for quick reordering**
- **Fast and secure shipping arrangements**

It is all about giving partners flexibility and control—wherever they are.

Want to learn more?

Speak with one of our experts.

[Get Started](#)

Benefits

- **Seamless integration with Business Central ERP.**
- **Improved customer experience through advanced search and tailored landing pages.**
- **Scalable solution ready for multilingual expansion.**
- **Increased efficiency and accuracy in order processing.**
- **Greater flexibility and control for customers.**

