

DynaConnect

ConnectWise PSA™ ↔ Microsoft Dynamics 365 Business Central

Real-Time. Automated. Native. Certified.



What is DynaConnect?

DynaConnect is an enterprise-grade, natively built integration solution that creates a seamless, real-time data bridge between ConnectWise PSA™ (Manage) and Microsoft Dynamics 365 Business Central. Unlike conventional third-party integration tools that sit outside your systems, DynaConnect is built and installed directly inside Microsoft Dynamics 365 Business Central as a native extension — meaning your team works entirely within Business Central, and all integration data remains stored exclusively within your own Business Central environment.

Developed by Madhda Inc. — a certified Microsoft Solutions Partner — DynaConnect carries dual certifications: it is officially listed on Microsoft AppSource and holds the ConnectWise PSA™ Certified status on the ConnectWise Marketplace. These are not just badges; they represent rigorous testing, compliance validation, and quality assurance standards that give your IT and finance teams complete confidence in the solution.

DynaConnect was purpose-built with Managed Service Providers (MSPs) in mind — those organisations that rely on ConnectWise PSA™ for their day-to-day service delivery and ticketing operations, while using Business Central as their core ERP for financial management, procurement, and reporting. By bringing these two systems into a single, automated data ecosystem, DynaConnect eliminates the operational inefficiencies, errors, and delays that arise when teams manage disconnected platforms.

At a Glance

DynaConnect synchronises customers, vendors, agreements, items, invoices, purchase orders, employee expenses, and customer payments - all in real time — so your CRM and ERP stay in perfect alignment without any manual effort. Because it lives inside Business Central, there is no additional software to install, no third-party dashboard to log into, and no external server where your data lands.

Built Inside Business Central - A Truly Native Experience

One of the most important distinctions that sets DynaConnect apart from other integration solutions is where it lives. DynaConnect is not a middleware tool, a cloud connector service, or a standalone application. It is a native Business Central extension, developed using Microsoft's standard AL programming language and deployed directly within your Business Central environment through Microsoft AppSource.

What "Native" Means for You

When we say DynaConnect is built inside Business Central, we mean your team never has to leave Business Central to manage or monitor the integration. All configuration screens, sync logs, error dashboards, field mappings, and workflow triggers are accessible directly from within your existing Business Central interface — using the same menus, roles, and permissions your team already knows.

Simplify Integration Management

Traditional integration platforms often introduce additional subscriptions, dashboards, and maintenance requirements. DynaConnect provides a native ConnectWise PSA™ integration for Microsoft Dynamics 365 Business Central, helping organizations streamline operations without relying on external middleware.

Key Advantages

- No separate integration platform or dashboard
- No additional vendor relationships to manage
- Reduced maintenance complexity
- Faster user adoption with a familiar Business Central experience
- Centralized monitoring and administration

Security & Compliance Note

Because DynaConnect is a native Business Central extension and does not route your data through any third-party server or storage, your business benefits from Microsoft's full suite of enterprise security controls. Your IT and compliance teams can be confident that DynaConnect meets the same security standards as Business Central itself.

Familiar Business Central User Experience

Finance, operations, and service teams can manage integration activities directly within Microsoft Dynamics 365 Business Central.

Users can

- Configure synchronization settings
- Review logs and monitor activity
- Manage workflows and mappings
- Resolve exceptions quickly
- Work within a familiar interface with minimal training

This helps improve adoption, reduce manual effort, and increase operational efficiency across departments.

Your Data Stays in Your Business Central Environment - Secure Data Governance and Compliance

Data sovereignty and security are critical concerns for any business. When you use DynaConnect, the data flowing between ConnectWise PSA™ and Business Central is processed and stored exclusively within your own Business Central environment. There is no external database, no third-party cloud storage, and no vendor-held data lake where your business records are kept.

This means:

- **Data ownership is absolute:** Your customer records, invoice data, vendor information, and financial transactions live where they belong — in your Business Central environment, under your control.
- **Security is governed by your BC policies:** Microsoft's enterprise-grade security, access controls, and compliance frameworks (including GDPR, SOC 2, and ISO standards) cover your integration data automatically.
- **No data residency concerns:** Since data stays within Business Central, there are no cross-border data transfer issues or third-party data processing agreements to worry about.
- **Audit trails are built in:** Business Central's native change log and audit capabilities extend to all DynaConnect-synced data, giving you a full compliance-ready history.
- **Disaster recovery is simplified:** Your Business Central backup and recovery procedures protect your integration data just like any other BC data — no separate backup strategy required.



Dual Certification — ConnectWise PSA™ Certified & Microsoft AppSource Listed

DynaConnect is one of the few integration solutions that is both ConnectWise PSA™ Certified and listed on Microsoft AppSource for Dynamics 365 Business Central. These certifications provide organizations with confidence in the solution's reliability, security, and long-term compatibility.

ConnectWise PSA™ Certified

DynaConnect has been validated against ConnectWise PSA™ APIs and integration standards to ensure reliable communication between ConnectWise PSA™ and Microsoft Dynamics 365 Business Central. Official listing on the ConnectWise Marketplace

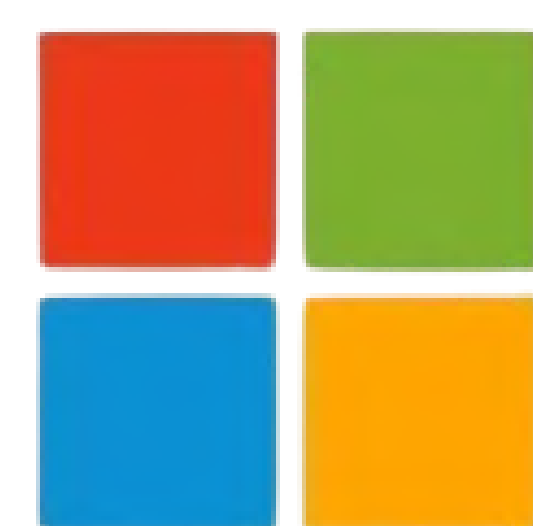
- Tested and validated against ConnectWise PSA™ APIs
- Recognised as a trusted integration partner by ConnectWise
- Eligible for ConnectWise PSA™ support assistance during setup
- Continuous compatibility maintained across PSA updates

Microsoft AppSource Listed

DynaConnect is available through Microsoft AppSource and follows Microsoft's extension and security requirements for Dynamics 365 Business Central.

- Listed on Microsoft AppSource for global discoverability
- Built using Business Central extension standards
- Certified compliant with Dynamics 365 BC extension standards
- Deployed via standard BC extension mechanism - no manual install
- Maintained and updated through Microsoft's secure app pipeline
- Eligible for Microsoft partner support channels

Selecting a certified ConnectWise PSA™ and Business Central integration helps organizations reduce implementation risk and accelerate internal approval processes. By choosing DynaConnect, businesses gain a solution that has been validated by both Microsoft and ConnectWise, providing greater confidence in security, reliability, and future scalability.



Get it from
**Microsoft
AppSource**

The Problem DynaConnect Solves

Managed Service Providers (MSPs) and growing technology businesses rely on ConnectWise PSA™ for service delivery, ticketing, project management, and billing, while Microsoft Dynamics 365 Business Central manages financial operations, procurement, and reporting. Individually, these platforms are powerful. But when they operate in silos, organizations face hidden costs, manual processes, and increasing operational complexity.

Daily Operational Pain Points

- Finance staff manually re-keying invoices from ConnectWise into Business Central — every single day
- Customer records created in ConnectWise never making it to Business Central automatically
- Purchase orders approved in Business Central not visible to PSA project managers
- Employee expense reports submitted in ConnectWise sitting in a queue waiting for manual posting
- Payment applied in Business Central not reflected in ConnectWise, causing customer confusion
- Month-end close delayed while teams reconcile data across both platforms
- Management unable to get a real-time financial picture because data is always lagging

Business-Level Consequences

- Higher headcount cost just to manage data re-entry and reconciliation
- Billing errors and disputes from customers due to incorrect or delayed invoices
- Delayed revenue recognition impacting financial reporting
- Custom integration breaks every time ConnectWise or Business Central is updated
- Compliance risks from inconsistent data between financial and operational systems
- Staff frustration and high turnover in finance and operations roles
- Inability to scale without proportionally increasing administrative headcount

The Root Cause

Most organizations experience these challenges not because they lack the right systems, but because those systems were never designed to communicate natively. DynaConnect solves these challenges with a certified, real-time ConnectWise PSA™ integration for Microsoft Dynamics 365 Business Central, eliminating manual processes and helping organizations maintain alignment between operations and finance.

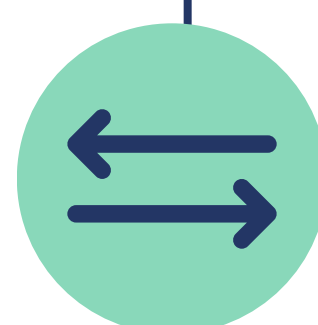
How DynaConnect Connects ConnectWise PSA™ & Business Central

DynaConnect operates as a native Business Central extension that communicates with ConnectWise PSA™ through a secure, encrypted REST API layer. Because the integration lives inside Business Central, all configuration, logic, and monitoring happen within your existing BC environment. There is no separate middleware to manage, no external vendor login, and no data leaving your Business Central environment.

The ConnectWise Business Central integration supports both real-time, event-triggered sync - something changes in ConnectWise → Business Central updates immediately - and scheduled batch synchronization for bulk data refresh at defined intervals. Both modes are configured and managed directly within Business Central.

ConnectWise PSA™ → Business Central

- Customers & Companies
- Vendors & Suppliers
- Products & Inventory Items
- Agreements & Recurring Contracts
- Sales Invoices & Credit Memos
- Purchase Orders (including partial receipts)
- Employee Expense Reports — Reimbursable
- Employee Expense Reports — Non-Reimbursable



Business Central → ConnectWise PSA™

- Customer Payment Details & Receipts
- Payment Status Updates in Real Time
- Account Reconciliation Confirmations
- Financial Posting Status
- Credit Memo Application Records

All synced data is stored exclusively in your Business Central environment. No external data storage is used at any point in the process.

Key Features — Detailed Overview

DynaConnect is not a simple data pipe — it is a comprehensive integration platform built with the operational complexity of MSPs in mind. Here is a detailed look at every capability:

Feature	Full Description & Business Value
Native Business Central Extension	DynaConnect is installed directly inside Business Central via Microsoft AppSource — no third-party platform, no separate login, no external dashboard. Everything is managed within your existing BC environment, and all data stays within your own BC environment.
Real-Time & Scheduled Sync	Supports both event-triggered real-time sync (instant update when data changes) and configurable batch synchronisation. Finance teams can trigger on-demand syncs or set schedules that align with business workflows.
Ready-to-Use Connectors	Out-of-the-box integration connectors for ConnectWise PSA™ cover all major data entities — customers, vendors, invoices, POs, expenses, payments, and agreements — so setup is fast without custom development.
Flexible Field Mapping Engine	Visually map fields between ConnectWise and Business Central without writing code. Set conditional rules, transformations, and default values to ensure data arrives in the right format every time.
Error Management Dashboard	A comprehensive error logging interface built inside Business Central allows your team to view failed syncs, understand the root cause, retry records, and set up alerts — without leaving BC.
Secure REST API Architecture	All data exchange uses encrypted HTTPS channels with token-based authentication. No credentials or data are stored outside Business Central. Fully compliant with Microsoft's security standards.
Configurable Workflow Triggers	Set custom triggers based on business events — e.g., when an invoice is approved in ConnectWise, automatically post it to Business Central. Reduce human intervention and eliminate process gaps.
Scalable Multi-System Framework	DynaConnect's architecture is designed to scale with your business. As you add new ConnectWise entities, Business Central modules, or business units, the integration adapts without re-engineering.
Cross-Module ERP Coverage	Synchronisation covers all key Business Central modules — Finance, Sales, Purchasing, Inventory, and Projects — ensuring every department has access to up-to-date, accurate data.
Conference Room Pilot (CRP)	Before going live, a real-world simulation environment (CRP) is used to validate every sync scenario against your actual data. This catches edge cases and ensures the integration behaves exactly as expected.
Universal Version Compatibility	DynaConnect supports all versions of ConnectWise PSA™ and all supported versions of Microsoft Dynamics 365 Business Central — including both cloud (SaaS) and on-premises deployments.
Role-Based Access Control	Leverages Business Central's native role and permission system. Control who can configure mappings, trigger syncs, view error logs, or manage integration settings — without any additional user management layer.

What Data Gets Synchronized? — Complete Entity Reference

DynaConnect covers a comprehensive set of data entities across both ConnectWise PSA™ and Business Central. Below is the full reference of what is synchronised, including direction and key details

Data Entity	Direction	Sync Mode	What is Transferred & Why It Matters
Customers / Companies	ConnectWise → Business Central	Real-Time	Company records created in ConnectWise are automatically mirrored in Business Central as customers. Includes contact details, address, currency, and payment terms.
Vendors / Suppliers	ConnectWise → Business Central	Real-Time	ConnectWise vendor records are synced to Business Central, enabling purchase order processing and accounts payable without manual re-entry.
Products & Items	ConnectWise → Business Central	Real-Time	Products configured in ConnectWise (hardware, software, services) are synced to Business Central's item catalogue, enabling accurate invoicing and inventory tracking.
Sales Invoices	ConnectWise → Business Central	Real-Time	Invoices generated in ConnectWise are automatically posted to Business Central's Accounts Receivable, eliminating duplicate invoice entry and reducing billing cycle time.
Credit Memos	ConnectWise → Business Central	Real-Time	Credit memos issued in ConnectWise are mirrored in Business Central, ensuring accurate accounts receivable balances and customer ledger entries.
Purchase Orders	ConnectWise → Business Central	Real-Time	Purchase orders raised in ConnectWise, including partial receipts, are transferred to Business Central for purchase ledger management and vendor payment processing.
Expense Reports (Reimbursable)	ConnectWise → Business Central	Batch / Real-Time	Employee reimbursable expense reports submitted in ConnectWise are transferred to Business Central for payroll processing and cost accounting.
Expense Reports (Non-Reimbursable)	ConnectWise → Business Central	Batch / Real-Time	Non-reimbursable expenses are posted to the appropriate Business Central cost centres for accurate P&L reporting and project cost allocation.
Customer Payments	Business Central → ConnectWise	Real-Time	When a customer payment is applied and posted in Business Central, the payment status is automatically reflected in ConnectWise, eliminating payment reconciliation delays.
Payment Receipts	Business Central → ConnectWise	Real-Time	Detailed payment receipt data including payment date, amount, and reference flows back to ConnectWise, keeping your PSA records financially accurate at all times.
Account Reconciliation Data	Business Central → ConnectWise	Scheduled	Reconciliation summaries and financial posting confirmations are synced back to ConnectWise to ensure operational and financial records remain aligned.

Implementation Approach — How We Get You Live

DynaConnect comes with a structured, proven implementation methodology delivered by Madhda's certified team. Because the solution is built inside Business Central, the implementation process is straightforward — there is no infrastructure to provision, no middleware to configure externally, and no third-party platform onboarding. You simply install from AppSource and work with our team through the following structured process:

1	Requirement Analysis	Our team conducts a thorough discovery session with your finance, operations, and IT stakeholders to map out your current ConnectWise and Business Central workflows, identify integration points, agree on sync priorities, and document any custom requirements unique to your business environment.
2	AppSource Installation	DynaConnect is installed directly from Microsoft AppSource into your Business Central environment in minutes. No external software is deployed, no third-party accounts are created, and no data is moved outside your BC environment during installation.
3	ConnectWise API Configuration	Our team configures secure API credentials between your ConnectWise PSA™ instance and DynaConnect within Business Central. All credentials are stored securely within BC's native credential management framework — never in an external system.
4	Data Mapping & Field Configuration	Using DynaConnect's visual mapping engine inside Business Central, we configure all field-level mappings between ConnectWise and BC entities. This includes custom fields, transformation rules, default values, and conditional mapping logic specific to your business.
5	Workflow Trigger Setup	We configure all sync triggers, schedules, and automation rules within Business Central. This includes real-time event triggers (e.g., invoice approved in ConnectWise → auto-post to BC) and batch schedules for bulk data refresh at defined intervals.
6	Conference Room Pilot (CRP)	Before go-live, we conduct a full Conference Room Pilot using representative sample data from your actual systems. Every sync scenario — including edge cases — is tested and validated in Business Central against your real data structure.
7	Testing & Quality Assurance	Comprehensive end-to-end QA testing covers data integrity, sync performance, error handling, field accuracy, and business rule compliance. All results are documented and sign-off is obtained from your team before proceeding to go-live.
8	Go-Live & Hypercare	We deploy the integration to production and monitor all initial sync cycles closely. Any fine-tuning required in the first days is handled immediately by our team as part of the go-live hypercare period.
9	Training & Knowledge Transfer	Your finance, operations, and IT teams receive hands-on training within Business Central — covering how to manage field mappings, interpret error logs, trigger manual syncs, and escalate issues. Full documentation is provided.
10	Ongoing Support	Madhda provides continuous post-go-live support, monitoring, and maintenance. As ConnectWise PSA™ or Business Central releases updates, we ensure DynaConnect remains compatible and up to date.

DynaConnect vs. The Alternatives

Many MSPs evaluate generic iPaaS tools, custom-built integrations, or manual workarounds before discovering DynaConnect. Here is an honest comparison of your options:

Feature List	DynaConnect	Generic iPaaS Tool (Zapier, Boomi, etc.)	Custom-Built Integration
Built inside Business Central	✓ Yes — 100% native	✗ No — separate platform	⚠ Depends on developer
Data stays in your BC environment	✓ Yes — always	✗ No — routed through vendor	⚠ Depends on design
ConnectWise PSA™ Certified	✓ Fully Certified	✗ Not certified	✗ Not certified
Microsoft AppSource Listed	✓ Officially Listed	✗ Not listed	✗ Not listed
Time to go live	✓ Days to weeks	⚠ Weeks to months	✗ Months to years
Ongoing maintenance cost	✓ Low — monthly subscription	✗ High — monthly SaaS + dev	✗ Very high — custom dev
Breaks after system updates	✓ Maintained proactively	✗ Frequently	✗ Common issue
No-code field mapping	✓ Full visual mapping in BC	⚠ Partial	✗ Requires developer
Error dashboard inside BC	✓ Native BC dashboard	✗ External tool only	✗ External tool only
Scalable without rework	✓ Built to scale	⚠ Limited	✗ Significant rework

Business Benefits — The Impact Across Your Organisation

DynaConnect delivers measurable improvements across every department that touches ConnectWise PSA or Business Central. Here is a detailed look at the benefits by business function

Finance & Accounting Teams

- Eliminate hours of daily manual invoice posting from ConnectWise to Business Central
 - Automated billing reduces invoice cycle time from days to minutes
 - Real-time payment sync means AR balances are always current and accurate
 - Month-end close is faster because reconciliation is automated
 - Revenue recognition is automated based on invoice and payment data
 - Reduced audit risk — all financial data has a consistent, traceable source in BC
- Expense reports are posted automatically - no more paper trails or email chains

Operations & Service Delivery Teams

- Project and agreement data flows from ConnectWise to BC automatically — no manual handoff
- Purchase orders created in ConnectWise are immediately visible in BC for fulfilment
- Partial goods receipts are handled accurately without workarounds
- Customer records are always consistent between your PSA and ERP
- Service teams can trust that the financial status of any agreement is current in ConnectWise
- Vendor onboarding in ConnectWise automatically creates the vendor in BC — no delays

Management & Leadership

- Real-time financial dashboards in BC always reflect current ConnectWise billing data
- Greater visibility into profitability by customer, project, and agreement
- Faster and more accurate management reporting for board-level decisions
- Scalable operations — grow revenue without proportionally growing admin headcount
- Reduced operational risk from data inconsistencies between systems
- Cost savings from eliminating manual processes and reducing error correction time

Customer-Facing Teams

- Customers receive faster, more accurate invoices — no delays from manual processing
- Payment status in ConnectWise always reflects what has been received in BC
- Credit memos are applied accurately and promptly
- Customer account managers can see outstanding balances and payment history in real time
- Billing disputes are reduced because ConnectWise and BC data always match
- Professional, consistent invoicing builds stronger client trust and relationships

IT & Security Teams

- No external data storage — all integration data lives within Business Central
- Microsoft's enterprise security controls protect all integration data automatically
- Role-based access control via Business Central's native permission system
- No third-party integration vendor with access to your data
- Full audit trail of all synced records within Business Central's change log
- Simplified DR planning — integration data covered by your existing BC backup

Strategic & Growth Benefits

- Scale your MSP business without scaling your administrative overhead
- Add new customers, vendors, and product lines in ConnectWise — BC updates automatically
- Proven solution trusted by MSPs across multiple countries and industries
- One-time implementation cost with predictable monthly subscription pricing
- Avoid the ongoing cost and risk of maintaining a custom integration
- Future-proof — maintained and updated as both platforms evolve

Technical Specifications

DynaConnect is designed to meet the technical standards expected of enterprise-grade Business Central extensions. Below is the full technical profile:

Specification	Detail
Deployment Method	Native Business Central Extension via Microsoft AppSource — no external installation required
Development Language	Microsoft AL (Application Language) — the standard for BC extensions
Architecture	Native BC extension + secure REST API layer communicating with ConnectWise PSA™
Data Storage	Exclusively within your Business Central environment — no external database or third-party storage
Authentication	Token-based authentication with encrypted HTTPS channels for all API communication
Sync Modes	Real-time (event-triggered) and Scheduled (batch) — both configurable within Business Central
ConnectWise PSA™ Compatibility	All versions of ConnectWise PSA™ (Manage)
Business Central Compatibility	All supported versions of Microsoft Dynamics 365 Business Central (Cloud SaaS and On-Premises)
Security Standards	Inherits Microsoft's enterprise security framework — GDPR compliant, SOC 2 aligned
User Access Control	Uses Business Central's native role and permission system — no additional user management required
Error Handling	Comprehensive error logging dashboard built natively inside Business Central
Monitoring	All sync events, successes, failures, and warnings are logged within Business Central
Certifications	ConnectWise PSA™ Certified + Microsoft AppSource Listed
Pricing Model	One-time implementation fee + affordable monthly subscription

What Our Clients Say

"Your work on the DynaConnect integration to Business Central has been nothing short of exceptional. You didn't just deliver a solution; you solved a real business challenge that was critical for us. What stood out was your ability to understand the complexity, take ownership, and execute flawlessly. You turned ideas into reality with minimal guidance, showing both independence and innovation. We're proud to have partnered with you and look forward to what's next!"

— Kenneth Melgaard — Owner,
Melgaard IT, Denmark



Madhda has a great platform to sync data between business central and connectwise! The team has been great to work with and help implement the solution. No more terrible financial reporting from Quickbooks, we have full dimension based reports in business central for all of our operations!

— Cory Ruthardt
— Simpatico, USA



Why Madhda Inc?

DynaConnect is built, maintained, and supported by Madhda Inc. a certified Microsoft Solutions Partner and ConnectWise partner with a global team and client base across the United States, United Kingdom, Australia, UAE, Canada, Netherlands, Germany, and Denmark.

Madhda brings a rare combination of deep Microsoft Dynamics expertise, proven ConnectWise integration experience, and a commitment to delivering implementations that are practical, cost-effective, and built to last. With Madhda, you are not just buying software — you are gaining a long-term technology partner who understands both your PSA and ERP environments inside and out.

Microsoft Certified Partner

Delivery of tailored, enterprise-grade Microsoft solutions backed by Microsoft's partner certification program

Proficient, Certified Team

Microsoft-certified professionals with hands-on experience implementing Dynamics 365 Business Central and ConnectWise integrations.

Dedicated Support Model

A structured support framework designed to ensure your integration runs without interruption throughout its lifetime

Competitive Pricing

Top-tier implementations at up to 40% lower cost compared to alternative Microsoft partners, without compromising on quality.

Custom Configured

Solutions aligned with your specific workflows, business rules, and objectives not a one-size-fits-all approach.

On-Time Delivery

We prioritise your timeline and consistently meet committed go-live dates - no surprises, no delays.

Ready to Connect Your Business?

Install DynaConnect from Microsoft AppSource today, or book a personalised demo with our Team



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