

Case Study

Azox eSource B2C helps Electra Bicycle Company reduce overhead, improve customer service and expand into new markets.

Company

Electra Bicycle Company, LLC
www.electrabike.com

Industry

Bicycle and bicycle parts and accessories, design, manufacturing and distribution

Technology Used

eSource B2B, B2C and Sales Portal
eCatalog
eInterface Promo Pricing
Credit Card Extension (CCE)
Shipping Rate Calculator
Microsoft Dynamics® GP

Business Benefits

- The B2C webstore is now a stable platform for expanded sales connected to accounting and warehouse systems.
- Direct integration into Microsoft Dynamics GP reduced workload by a full-time employee entering and tracking orders.
- The Azox Sales Portal has considerably reduced training time for new hires since they are no longer required to learn multiple programs.
- Online order processing resources can now be realigned for new sales initiatives and focused customer support needs.

About Electra Bicycle Company

Headquarters: Vista, California

Electra Bicycle Company is the leading brand in lifestyle and leisure cycling sales in the Independent Bicycle Dealer Network, showcasing five bike collections including Amsterdam®, Cruiser, Ticino™, Townie®, and children’s bikes, all affordably priced.



Founded in 1993, they have grown steadily to become a highly successful global company, with distribution in 25 countries, that remains true to its goal to bring bicycles to people’s everyday lives while supporting bike shops all over the world.

Business Challenge

Electra Bicycle Company breaks barriers with trend-setting style, patented designs and contemporary technology. As the company experienced remarkable success, however, their less contemporary sales order processing system had not kept pace with such growth.

Electra Bicycle Company relied heavily on phone orders and a basic online tool that had no access to actual inventory levels and did not connect with their ERP system. Every order had to be manually re-entered into their prior ERP system, which meant duplicate entries for every transaction and did not offer the ability to recall prior transactions. With thousands of orders being processed every week, this system was highly inefficient and required additional overhead to maintain.

Azox Solution

Electra Bicycle Company selected Azox eSource B2B, B2C, Credit Card processing and eSource Sales Portal including eCatalog as its interface to Microsoft Dynamics GP, thus providing a streamlined fully integrated order and online shopping environment.

The direct integration into Microsoft Dynamics GP sales order processing and back office accounting system saved the equivalent of one full-time position within the accounting department, who can now focus on more productive tasks.

The B2C site features a wide selection of bicycle parts, accessories and apparel. Customers have access to real time pricing and availability as well as robust search and browsing capabilities. Electra Bicycle will ultimately be able to up-sell/cross-sell products and show recently viewed items.

“Azox provided us with a single vendor solution that really addressed the needs of our business.”

John Hradnansky,
COO/CFO, Electra Bicycle Company

Additional Value

Sales Portal

The sales portal has become a very significant tool internally by giving sales people the ability to service clients in a quick and efficient manner, which is key to Electra Bicycle's growth. It also accelerates the training process for new hires since they no longer get involved with the complexity of the back office process. They are able to make informed decisions by easily accessing product information, images, account history and place orders in a tool especially designed for sales, while fully integrating into Microsoft Dynamics GP.

eSource B2C helps Electra Bicycle Company in Sales Expansion with New Products

The eSource B2C site connects Electra's new backend systems with a dynamic, branded, easy-to-manage e-commerce environment introducing consumers who are familiar with Electra Bicycles to additional lifestyle accessories.

"Azox has provided us with a solid foundation and a set of future tools to continue to gain efficiencies in connecting our dealers and consumers with current and new products."

Elayne Fowler,
Marketing Director, Electra Bicycle Company

eSource B2B Benefits Beyond Technology

Electra Bicycle Company has been a steady supporter of independent bicycle dealers worldwide. With the help of the Azox B2B site they are looking to empower dealers to make informed decisions by providing 24/7 access to up-to-date product information, real-time inventory, order tracking and account history.

After implementing the B2B site, the nature of the company's communication with wholesale clients has become more customer-oriented. The conversation has switched from order-taking to educating and helping grow their business.

"Azox eSource B2B allows us to help 'Main Street' bike shops compete in an ever-changing industry."

Travis Vance,
Director of IT, Electra Bicycle Company

ABOUT AZOX

As a Microsoft Managed ISV, Azox is a recognized leader in e-commerce solutions for Microsoft Dynamics market. Azox develops and delivers fully integrated e-commerce solutions, online payment solutions, and distribution modules to businesses of all sizes and all kinds around the world. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- *E-Commerce Solutions*
- *E-Payment Solutions*
- *Online Bill Pay Solutions*

This industry leading e-commerce suite includes eSource B2B, eSource B2C, eSource Sales Portal, which provide fully integrated web storefronts that are built on Microsoft Dynamics GP.

E-Payment Solutions include our Credit Card Extension for Microsoft Dynamics GP and Online Bill Pay for online payment processing.