

Case Study

"We could not afford to fail. Azox stepped up to the challenge and did a wonderful job; we have never experienced a smoother transition."

A.U. Bankaitis, PhD
Audiologist and Vice President,
Oaktree Products

Company

Oaktree Products

www.oaktreeproducts.com

Industry

Audiology and hearing aid supplies

Technology Used

eSource B2B
eCatalog
Credit Card Extension (CCE)
Online Bill Pay Bundle
Promo Exception Pricing
Option Family
Microsoft Dynamics® GP

Business Benefits

- **Increased Revenue:** Revenue increased by 40% since the implementation of the site.
- **Client Feedback:** After prior attempts with another provider, Oaktree clients are extremely pleased with the current site. Many of them have noted it was worth the wait for such a sophisticated, easy to use site.
- **Savings:** Customer service personnel spend an average of 7 hours less a week entering orders. Catalog printing costs have also been considerably reduced.
- **Resource Center:** Provides hearing professionals with access to useful information, technical sheets and the outlet store.
- **Marketing Tool:** Azox Promo Exception Pricing allows Oaktree to apply discounts to specific segments of customers.

About Oaktree Products

Headquarter: Chesterfield, MO

Oaktree Products, Inc. is a leading multi-line distributor of audiology and hearing aid supplies, accessories and equipment. The company offers over 4,200 different products intended for use in the clinical environment or for resale in various areas of clinical practice including hearing assistance technology, cerumen management and infection control.

Oaktree is well known within the hearing industry for its commitment to providing the highest level of customer service. It also serves as a reliable source of information, product solutions and technical training for audiologists and other hearing professionals.



Business Challenge

Oaktree products offer the most advanced technology in hearing devices. But when you listened carefully to their existing order-taking process, you heard about an antiquated, outdated website which did not integrate with their back office ERP accounting system. New items and updates had to be manually entered twice. Orders were taken by telephone, fax or e-mail. A customer service representative subsequently entered them into their system.

During their first attempt to implement an online solution, Oaktree invested a considerable amount of time and financial resources on an online store that had promised an integrated website but failed from the very beginning. As the site crashed within a few days, so did their hopes for an effective solution with their existing platform.

Azox Solution

Azox implemented a comprehensive enterprise E-Commerce engine. A robust B2B eSource solution built on Microsoft Dynamics GP that enables online ordering, a streamlined checkout and order tracking while allowing for easy content management. Given Oaktree's extensive product lines, Azox eCatalog helps facilitate searching and browsing options. Online Billpay Bundle and Azox Credit Card Extension complete a solution that fully empowers customers to handle their own orders at every step.

"We consistently heard from Azox, 'Yes, we can do that' in response to all our requests. And they essentially delivered everything they promised."

A.U. Bankaitis, PhD
Audiologists and Vice President, Oaktree Products

Results

Within six months Oaktree Products saw a 40% increase in revenue since the implementation of the site. The additional orders being placed online have resulted in the equivalent of an extra business day worth of revenue per week compared to their previous solution.

The implementation was entirely seamless for everyone involved. Oaktree executives played a key role in designing the site according to their needs, while Azox developed a sophisticated E-Commerce storefront that was fully integrated with Microsoft Dynamics GP and allows the entire process to take place online.

"Azox technical support throughout the process was outstanding; every time we submitted a request we had a response within a day"

Michael Kemp,
Information Systems Manager, Oaktree Products

Save time, save money. One business day saved per week.

All incoming orders via telephone, fax and e-mail used to be manually entered by a Customer Service Representative. Today, 95% of the online orders go directly to picking and packing. An average of 7 man-hours per week have been saved, almost a full business day that can now be spent in more productive tasks.

A trusted industry resource, now online.

Oaktree is more than a distributor. They serve as an important educational resource to the hearing industry. Azox E-Commerce solution now allows them to communicate more effectively with their client base and supply comprehensive technical information to enable customers to make informed decisions.

Oaktree's clients utilize the online catalog on a day-to-day basis to show patients the vast array of options available to them including product description, pictures and technical information. It has quickly become a valuable tool for customers.

"Our company is a trusted resource for the hearing industry. Throughout this process, Azox has been a tremendous resource for us as well. Their professionalism and eCommerce knowledge have been exceptional."

A.U. Bankaitis, PhD
Audiologists and Vice President, Oaktree Products

Looking Forward

Azox eSource B2B allows Oaktree Products a greater outreach to provide education, technical information and top of the line products to the hearing industry. Furthermore, the online catalog also allows potential clients to browse the site creating an opportunity to generate interest and eventually sign up new clients.

"Azox has made it easy to implement new marketing techniques to help generate additional business."

Michael Kemp,
Information Systems Manager, Oaktree Products

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.