

Case Study

AZOX 'S FULLY INTEGRATED B2B AND B2C WEBSTORES ALLOW PRECISION PLANTING TO FOCUS ON GROWING THEIR BUSINESS AND SERVING THEIR CUSTOMERS

Company

Precision Planting, Inc.

Industry

Precision tools for corn growers

Technology Used

Azox eSource B2B, B2C & sales portal
Azox eCatalog
Credit Card Extension
Promo Pricing
Microsoft Dynamics GP

Business Benefits

- Reduced volume of customer service calls into the call center.
- Increased revenue. With over 1400 dealers, being able to take and track orders online anytime day or night is key.
- Sales portal allows sales people more time to identify and pursue new business opportunities.

About Precision Planting

Established in 1993, Precision Planting devises, develops, and delivers planting tools that lead to maximum yields of corn. Company products include proprietary meter components, the MeterMax meter calibration system, and a broad range of Keeton Seed Firmers.



Their goal is to help corn growers get two thousand more ears from every acre by improving seed spacing, depth control and improving the seed environment..

The Business Challenge

The company previously utilized a mail order management system with a basic web application which did not fulfill their needs and was not tied into their main system. Therefore, the company set out to find a comprehensive solution that would tie all information into a central database and allow online ordering for different sectors.

The Azox Solution

Precision Planting selected Microsoft Dynamics GP and Azox eSource web application. Azox implemented a Business Site for Dealers (B2B), an End User site (B2C) and a Sales Portal to facilitate the ordering process for their sales people.

“We were looking for the right program and the right partner that would fulfill our e-commerce needs, while responding quickly to any issue. Our partner, Sikich, Microsoft and Azox all came together to provide the best solution” said John Owen, IT Director at Precision Planting.

The company is currently working on educating both dealers and end users on utilizing the online store, so eventually most of the orders are placed online.

“Thanks to the B2B site, our dealers appreciate being able to login any time and place orders 24/7 without ever being placed on hold”, said John Owen, IT Director at Precision Planting.

The Sales Portal

Precision Planting's sales people has gained a competitive advantage with the sales portal. This time-saving tool allows them to process orders in a fraction of the time it previously did.

A clear example is the *start-up kit for new dealers*. It requires over 60 items that used to be typed one by one, every time. They now have a value file which automatically brings up all the necessary contents on their screen, saving valuable time.

Looking Ahead

Optimizing resources.

As dealers and customers switch to online ordering and tracking, Precision Planting Management expects a reduction in the volume of calls handled by the call center. They plan on focusing some of those valuable resources on Research and Development, testing new products, attending farm shows, and identifying customers' needs and industry trends.

International Expansion.

Since Precision Planting's business is mostly seasonal, they are working towards expanding their business internationally, particularly to countries in the Southern Hemisphere. As they approach those markets, they expect to expand their e-commerce solution to include international capabilities such as different currencies, international shipping methods and localization in other languages.

"As farmers, we learned that paying attention to the little things paid big dividends in yields, profits and growth. Azox outstanding service reflected that philosophy and allowed us to provide our customers, partners and employees with a higher level of service".

John Owen, IT Director
Precision Planting

About Sikich

Sikich has earned a respected reputation as one of the leading providers of professional services in the Midwest serving middle-market businesses, governmental entities, and not-for-profit organizations. They develop and assist in implementing strategic, operational, financial, and management solutions to the most complex questions and challenges posed in today's global economy.

About Azox

Azox is Microsoft Gold Certified Partner and is among an exclusive group of managed ISV's. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- *E-Commerce Solutions*
- *E-Payment Solutions*
- *Dynamics Extension*
- *Distribution Modules*

This industry leading e-commerce suite includes eSource B2B, eSource B2C, eSource SalesPortal, and eCatalog, which provide fully integrated web storefronts that are built on Dynamics GP. e-payment Solutions include our Credit Card Extension for Dynamics GP and our Credit Card eInterface for online payment processing.



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