

Case Study

Azox eSource Sales Portal provides Selected Brands with improved operational efficiency, increased revenue growth and stronger brand recognition.

Company

Selected Brands

www.selectedbrands.com

Industry

Wine and Spirits Distribution

Technology Used

eSource E-Commerce Engine
eSource Sales Portal
eCatalog
eInterface Exception Pricing
eSource User Specific Catalog
Microsoft Dynamics® GP

Business Benefits

- Live access to accurate inventory and pricing eliminating the need to log into Microsoft Dynamics® GP every time.
- Ability to place, manage and track orders from the field.
- Remote access by field sales people to customers' data and sales history
- Flexible browse and search tools allow for both product and customer search by name, categories, location and many other criteria.
- Made overall sales and ordering processes more efficient by improving the flow of communication from all levels of business.

About Selected Brands

Headquarters: Deerfield Beach, Florida

Selected Brands (SBD) is a distributor and importer of fine wine and spirits servicing fine wine retailers and restaurants throughout the state of Florida.



Their high quality, worldwide product portfolio includes diversity in price, region and varietal. Their knowledgeable and experienced sales team focuses on marketing, consulting, and innovative solutions to help increase their customers' profitability. SBD specializes in fine wine and food pairing, customized wine lists, staff training and education.

The Business Challenge

As a distributor of fine wine, Selected Brands provides ideas and solutions for developing brands in a very competitive market. But their vast knowledge and experience on the industry was hampered by a basic computer system that did not allow sales team members to view live activity or real-time inventory.

This presented a major challenge for an importer who focuses on customer service and attention to detail. Since the entire field sales team is meeting clients and placing orders throughout the day, they needed a system able to handle all orders being placed from the field and show actual product availability in order to fulfill orders in a timely manner.

The Solution

After careful consideration, SBD chose Azox eSource Sales Portal including eCatalog, which offers real-time synchronization to Microsoft Dynamics GP, their ERP/Accounting solution. This site allows staff to place orders, update customer information, and provide accurate inventory and pricing from the field. This solution also offers sophisticated product search tools, the ability to manage and track orders and distribute invoices.

SBD found Azox solutions to be user-friendly, reasonably priced and fully integrated into Microsoft Dynamics GP. They also appreciated Azox service and support plus the ability to offer live information and updates. This feature is critical for a business that handles imported goods and therefore depends on careful planning and up-to-date information to keep their inventory at an optimal level.

“The Azox team is extremely knowledgeable and quick to respond.”

Terri Froelich,
CEO, Selected Brands

Results

Azox e-commerce solutions have made Selected Brands a more efficient company, inside and out. From customers inquiries to sales orders, to the office staff to the warehouse and into accounts receivable, they now have a much smoother process in place where employees are informed, and errors and miscommunication have been eliminated. The tight integration with Microsoft Dynamics GP completes the cycle.

Selected Brand's industry experience and excellent customer service are now enhanced by a sophisticated sales order processing system and tools that give them a competitive advantage.

"Thanks to our Azox E-Commerce solution, information flows quickly and smoothly in every direction."

Terri Froelich,
CEO, Selected Brands

Additional Value

Real Time Inventory Control

SBD relies on a knowledgeable, experienced field sales team. After implementing Azox eSource Sales Portal, they are now equipped with the latest mobile technology to access inventory, pricing and to place orders from the field.

Furthermore, they are able to view orders being placed by other field sales people in real time. This allows them to view up-to-date product availability as they meet with a client, while also accessing the client's history and prior invoices.

Brand Recognition

Sales Portal is also an important informational tool for Selected Brands sales teams. They now have access to all the data pertaining to each customer in one place. They can easily look up a customer history, track pending orders, view estimated fulfillment times, which has improved customer service and satisfaction.

A large percentage of traditional customer service calls related to operational issues like invoice requests and inventory availability. Now that customers are able to access all their information and history online, the volume of calls has decreased. This has allowed sales and customer service staff to focus on providing superior customer service while having the ability to identify growth opportunities.

"Azox provided us with more than a Sales Portal; it gave our company a more sophisticated image."

Terri Froelich,
CEO, Selected Brands

ABOUT AZOX

As a Microsoft Gold Certified Partner and Strategic 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*
- *Dynamics Extensions*
- *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 Microsoft Dynamics GP. E-Payment Solutions include our Credit Card Extension for Microsoft Dynamics GP and Credit Card eInterface for online payment processing.