



“With Azox solution, we were able to process 20% more business without adding additional headcount due to the productivity gains.”

Randy Johnson, CFO
CDS Office Technologies

Case Study

*CDS OFFICE TECHNOLOGIES
CONTINUES TO LAUNCH SUCCESSFUL
E-COMMERCE SITES;
PROFITS SHOWN WITHIN 90
DAYS OF GOING LIVE*

Company

CDS Office Technologies

Industry

Office equipment supplier

Technology Used

Azox eSource B2B

Azox eCatalog

Credit Card Extension

Multi-Level Pricing

Microsoft Dynamics GP

Business Benefits

- **Process more orders with no additional human capital:** The integrated solution enables CDS to get more online orders coming and directly into their accounting system; without allocating additional resources.
- **Dynamic online storefront drives business:** Customers now can easily manage their accounts and order status themselves, which saves salespeople lots of time and allows them to get more orders coming in.
- **Focus on professional service and customer satisfaction:** CDS is now able to devote more time and energy to product development and professional customer service than ever.

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About CDS Office Technologies



Since their doors opened in 1971, CDS Office Technologies has been one of the biggest office equipment suppliers in the Midwest. Started as a printer toner reseller, CDS now delicates to develop efficient IT office environment for their customers; and their success is proven—the business has doubled in size since they moved into IT.

The Business Challenge

While such growth brought fortune, it also brought challenge, as the firm quickly outgrew its in-house applications. An user-friendly online shopping environment is part of the key to customer satisfaction. Therefore, CDS realized, as the sale of commodity-based products increased, they needed a better eCommerce solution to increase productivity and add incremental business.

“We doubled in business growth and truly needed to update our self-written applications for sales processing.”

Randy Johnson, CFO, CDS Office Technologies.

The Azox Solution

To meet their new demand, CDS purchased Azox eSource, an eCommerce suite that supports B2B, B2C, Intranet and Extranet web shopping environments and simultaneously integrates with Dynamics™ GP system for fast and up-to-date information. The eSource solution, combined with the professionally superior support of Azox team, turned the initial installation and training into the first steps toward increased productivity and customer satisfaction for CDS.

“Within 90 days of sites up and running, we had 30% of our sales volume automated through our new internet portal.”

Randy Johnson, CFO, CDS Office Technologies.

Looking Ahead

With Azox eCommerce storefront, large orders can be processed with a couple of clicks and key-ins, invoices can be tracked by serial or lot numbers, and return is easy. CDS is especially satisfied with product training and support that Azox provided, and looking forward to moving on with other Azox solutions to enhance their current online business.

“Based on this initial success, we are looking at a bigger project to add Promo Exception Pricing module into our online business.”

Randy Johnson, CFO, CDS Office Technologies