

Case Study

CMC ELECTRONICS MAKES A HUGE IMPRESSION WITH ONE SIMPLE URL; NAVCOMM SITE RANKED ONE OF THE BEST IN THE INDUSTRY

Company

Marine Electronics

Industry

Office equipment supplier

Technology Used

Azox eSource B2B
Azox eCatalog & Multi-Level Pricing
Microsoft Dynamics GP

Business Benefits

- **Create a high level of customer satisfaction with a dynamic web storefront:** The new site allows dealers to search stock availability by location, retrieve financial documents, monitor shipping status and much more.
- **Develop new business during the peak period every year:** Time saved in online order placement and information flow allows more time for business development during the annual peak business period of the industry
- **Inventory management and access becomes simple and easy:** eCatalog and eSource make item information easier to import and export, and enables dealers to access information quickly due to their complete integration with Dynamics GP.

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About CMC Electronics

Formerly known as Canadian Marconi Company, CMC Electronics has been designing and building innovative electronic products for aviation and global positioning markets since 1903. The NavComm Group of CMC Electronics Inc. is one of Canada’s largest distributors of marine electronics and technical product. Representing over 20 International manufacturers, NavComm operates 8 company locations on Canada’s East and West coasts.

The Business Challenge

CMC Electronics has an extensive distribution network consisting of Dealers, OEMs, Independent Retailers, and Mass Merchants, all of which participate in recreational marine, commercial marine, and communication markets. As NavComm’s dealer network is integral to its business growth, efficient communications and information flow is essential.

“Providing our dealer network with instant information is important . This is particularly true when communication by telephone becomes very inefficient. We needed a system that would easily interface with Great Plains ”

The Azox Solution

Azox helped conquer the challenge with the deployment of NAVCOMM Online, an eSourceB2B site implemented with eCatalog and Multi-Level Pricing for Microsoft Dynamics GP. Prior to deployment effort was made by inviting key dealers to do beta testing on the site, This was proven valuable since the site is considered the best solution in the industry—a solution that meets both the dealers’ current and future needs.

“Dealers can now place orders, search stock availability by location, retrieve invoice copies, monitor shipping status, and much more on the site. They are very impressed when we demonstrate the site to them.”.

Looking Ahead

The popularity of NAVCOMM Online continues to grow, with 175 dealers currently registered, and actively using the site. Most of NavComm’s dealers will be up and running this year.

“We’re really looking forward to growing the site and adding future enhancements like the Azox Sales Portal,” reports Munroe. “Until then, we’ll continue to promote the site – among customers and dealers – as the easiest way to do business!”

