

Case Study

DEL-NAT TIRES LEVERAGES B2B E-COMMERCE SUITE TO STREAMLINE WORLDWIDE OPERATIONS; INCREASING REVENUE BY 12%

Company

Del-Nat Tires

Industry

Distribution, Automotive and Specialty Tires

Technology Used

Azox eSource B2B
Azox eCatalog
Azox eWeb
Microsoft Dynamics GP

Business Benefits

•Streamlined Inventory Information:

Del-Nat customers can check up to the minute inventory directly, see what is coming in the following day and print their own invoices

•Simplified Order Entry:

By directly integrating into Great Plains, data entry keystroke load has been significantly reduced at the Del-Nat main office

•Increased Sales Revenue:

Having a storefront open 24/7 has allowed worldwide sales at any time of the day, increasing approximately 12%

For more information:

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About Del-Nat Tires

Del-Nat Tires is an international distributor of tires that sells to wholesalers and re-sellers throughout the world. They currently have over 275 customers that are actively using Azox’s B2B powerful interactive technology.

The Business Challenge

What Del-Nat really needed was a solution that would allow their customer to shop and place orders on-line, look at inventory levels, and have a central Portal or web site for company information. Del-Nat Tires uses Microsoft Dynamics™ GP and they had identified a clear need for a fully integrated solution.

“We looked at eOrder but it didn’t have the ability to be customized to fit our needs or to be used as a business and information portal.”

Glen Tosco, IT Manager, Del-Nat Tires

The Azox Solution

Del-Nat chose Azox’s eCommerce Solutions for Dynamics GP, including eCatalog, eSource, and eWeb, due to their superior B2B Commerce performance. eWeb allows you to host your own interactive business portal or web site. eSource creates an on-line store and eCatalog posts your catalog to the web site and brings your products to life. The combined solution helps owners, managers, sales reps, and customers to stay connected.

“eSource and eWeb are joined at the hip for us which means our customers can log onto the Portal and then dive right into the eSource solution to buy. This means customers don’t have to login and logout twice. eSource and eWeb fit together.”

Glen Tosco, IT Manager, Del-Nat Tires

Looking Ahead

The Azox B2B products have provided Del-Nat Tires with the tools and resources to grow and develop their business. Del-Nat Tire’s customers are able to place orders on-line, print invoices, and check inventory levels prior to placing orders. The entire system is fully integrated to Dynamics™ GP. Moreover, customers can quickly access critical inventory information from a central place anytime, anywhere.

“This has been the biggest advantage to our customers. Customers across the world can view inventory and look at expected inbound inventory. Having the right stock at the right time is critical to our industry.”

Glen Tosco, IT Manager, Del-Nat Tires