

Case Study

*METROPOLITAN INSTITUTES
PARTNER WEBSITE;
REDUCING WORKLOAD,
INCREASING PRODUCTIVITY
AND ATTRACTING NEW B2B
CLIENTS*

Company

Metropolitan Sales Company

Industry

Distribution, Point of Sale, Bar Coding
Hardware

Technology Used

Azox eSource B2B
Azox eCatalog
Microsoft Dynamics GP

Business Benefits

• Streamlined Customer Service

Customers are empowered through the ability to check their own orders on-line. They can view order history allowing them to select a previous order, make modifications, and quickly send out as a new order.

• Improved Resource Allocation

By reducing errors and data entry, human capital has been able to focus on more important and business essential tasks.

• Reduced Order Entry Errors

The utilization of the custom configuration has helped with internal inaccuracies

For more information:

www.azox.com | sales@azox.com
866.882.2969 | 734-928-6010

About Metropolitan Sales Company



Metropolitan Sales Company has been a reseller since 1980 providing cutting edge products as a value added distributor of point of sale (POS) and bar coding hardware.

The Business Challenge

Metropolitan was searching for a web solution that would give their existing partners and potential customers a complete online solution for all of their shopping needs. Features that were needed include the ability to login and view account information, product information, verify stock status, online ordering, and tracking information.

“We had nothing, we had a website but it wasn’t interactive or dynamic.”
Alan Sweet, General Manager, Metropolitan Sales Company

The Azox Solution

Metropolitan purchased Azox’s Business Solutions eSource and eCatalog products. This provided a B2B web presence with tight integration into Dynamics GP which allowed for customer specific pricing and item catalogs, dynamically updated inventory and tracking data, and advanced search options and account information. The options family module has allowed Metropolitan to easily track identical stock items that come in different sizes by drop down menu instead of having several different static pages for each item size. The ability to streamline these operations has made customer transactions increasingly efficient and effective.

“Calling it an on-line catalog with ordering capability is not enough. It is more than that”. It is an on-line configurator using options families.”
Alan Sweet, General Manager, Metropolitan Sales Company

Looking Ahead

The drastic reduction of manual key stroking and data entry coupled with the ability to track everything automatically from the web has led to a vast improvement in customer service capabilities. This has allowed Metropolitan to focus on newer, revenue generating tasks, draw in new business, and obtain repeat business more efficiently than ever.

“This made the purchase decision a no-brainer. The integrated offering from Azox is the only e-commerce solution that made sense to us.”
Alan Sweet, General Manager, Metropolitan Sales Company