

## Case Study

### THE SALVATION ARMY INTEGRATES B2B E-COMMERCE SITE; SOLVES GLOBAL LOGISTICS CHALLENGES TO TAP INTO NEW MARKETS

#### Company

The Salvation Army

#### Industry

Non-profit, Supplies

#### Technology Used

Azox Business Solutions eSource  
Azox Business Solutions eCatalog  
Azox Business Solutions Option Family  
Microsoft Dynamics GP

#### Business Benefits

##### •Increased Sales Revenue

By adding on-line ordering capabilities, The Salvation Army can now take orders 24/7 in a virtual storefront. It also eliminated the issue of time zone differentials

##### •Increased Product Visibility

The 6000 SKUs available on-line now have pictures and descriptions. The B2B market can now make well informed purchasing decisions and do detailed searches to find what they are looking for

##### •Streamlined Shipping Orders

On the website, picking tickets are automatically generated and orders go through the entire distribution cycle making the system more efficient. This tighter integration gives The Salvation Army the streamlined order flow and faster order turnover need to satisfy their B2B customers.

#### For more information:

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#### About Salvation Army

Originally evolving from an organization known as *The Christian Mission*, The Salvation Army was formed in 1878. Now over 100 years later, their reach has expanded to more than 100 countries; in the United States alone, services provided by the Salvation Army include social assistance services, casework and counseling, youth guidance, rehabilitation assistance, senior centers, and holiday programs.



#### The Business Challenge

The Salvation Army is a leading provider of sheet music, books, and hymns to various business customers. They needed a more effective way to show their B2B customers their 6000 SKUs, as well as solve the logistical issue of taking orders across the globe with huge time zone differences. In addition, an integrated solution to their existing Great Plains Distribution system was needed to streamline order flow and provide a faster turnover.

#### The Azox Solution

The Salvation Army chose Azox's eCommerce Solutions for Dynamics GP, including the eSource and eCatalog option family and related products. eSource is a full e-commerce solution for the Microsoft Dynamics GP environment that allowed their customers the ability to product browse, shop, and place orders on-line. The eSource storefront operates 24 x 7, 365 days a year, and provides full catalog and shopping capabilities. eSource provides a complete integration to Microsoft Great Plains.

*“We can now take orders in multiple time zones in countries such as Guam.”*

Bob Jones, Supplies and Purchasing, The Salvation Army

#### Looking Ahead

With the synergy gained through adding Azox's eCommerce solutions, the Salvation Army continues to add more States to its B2B site and is now also implementing the Azox's B2C solution to better capture that market. This move has positioned them to tap into markets previously out of reach, increasing revenues, and growth potential.

*“The web site handles the distribution side of things. It generates picking tickets, goes through the distribution system and has made us more efficient”*

Bob Jones, Supplies and Purchasing, The Salvation Army