

Case Study

SUNRISE AUTO ADOPTS E-COMMERCE SOLUTION; RESTRUCTURES PRICING AND PURCHASING MODULES TO INCREASE MARGINS

Company

Sunrise National Distributors

Industry

Distribution, Automotive Accessories

Technology Used

Azox eSource
Azox eCatalog & Multi-level Pricing
Microsoft Dynamics GP

Business Benefits

• **Increased Sales Revenue**

By adding on-line ordering capabilities, Sunrise can now take orders 24/7 in a virtual storefront. It also added an easy to use customer interface and customization options for each and every Sunrise user.

• **Advanced Pricing Models**

Multi-level pricing allows Sunrise to tightly monitor, control and change their prices based on industry and customer specific data. This has helped to increase margins while streamlining operations.

• **Increased Customer Service**

The custom catalog and express lane features allows Sunrise customers to quickly and easily order and re-order accessory lots from the web, track the shipments, and check their account any time of the day.

For more information:

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About Sunrise National Distributors



Sunrise National Distributors Inc is a leading wholesaler of automotive accessories. They have over 75 product lines, and have built their reputation on competitive pricing of their exceptional products.

The Business Challenge

Being a wholesaler in such a competitive industry like auto sales, Sunrise depends on efficiency to generate revenues. They were looking for a way to streamline processing while at the same time keep their reputation for the pricing they are known for. They also wanted to enhance the customer experience, by making it simple and easy to place and re-place orders in a convenient B2B online environment.

The Azox Solution

Sunrise chose Azox’s eSource and eCatalog products. The eSource B2B solution ties directly into Dynamics™ GP allowing live product browsing, the ability to create customer specific catalogs, as well as up to the minute tracking and shipping information. This has made online ordering easier and for customers and more efficient to process. eCatalog has decreased key strokes and data entry on the back end, increasing departmental synergy. To enhance their reputation of a price leader, Sunrise also added the Azox’s Multi-level Pricing module. This allowed them to provide multiple price levels based on customer and inventory specific data, creating better margins and revenue generation.

Looking Ahead

With the improvements to Sunrise’s order flow processing and customer service, they have seen a dramatic increase in customer retention and satisfaction. By implementing Multi-level pricing, they have been able to do this without sacrificing profitability. With the decreased workload, employees can now focus on more important revenue generating tasks; they are working on deploying a B2C solution in the near future.

“We are very confident that we will see incredible results from eSource. Also, eSource will work with multi-level pricing, which is a huge bonus for us, as multi-level pricing is critical in our industry.”

Shannon Weston, Vice President, Sunrise National Distributors