

Case Study

AZOX E-COMMERCE MULTI-STORE SOLUTION PROVIDES DIBA'S COMPLEX MIX OF BRANDS AND BUSINESS MODELS A UNIFIED E-COMMERCE PRESENCE

Company

Diba Shoes

www.demandshoes.com

Industry

Footwear

Technology Used

Azox eSource E-Commerce Engine
Azox eSource B2B, B2C & Sales Portal
Azox eSource Hosted Connector
Azox eCatalog
Azox Credit Card Extension
Azox Exception Pricing, Extended Pricing & gift card/eInterface
Microsoft Dynamics GP

Business Benefits

- **Flexibility.** Ability to offer an online solution for each segment of their business.
- **Retail site.** Combines 5 different brands, designed and manufactured all over the world, all in one screen.
- **B2B sites** - Allow wholesale customers to access the company's extensive selection of models for each brand, view pictures, place and track orders, and view invoices and order history.
- **Sales Portal** - Allows sales reps to have up-to-date information on new designs and availability while meeting potential customers and when placing orders.
- **Planning and Decision Making,** This combined solution allows for better understanding of customers' preferences and industry trends.

About Diba Imports

A fashion forward mix of Dutch design, Italian development and Brazilian manufacturing are combined to bring high quality, shoes to American women. Distributed mainly throughout North America and now expanding in Europe, Diba is a mainstream brand of proven fashion footwear.



Based in St. Louis, Missouri, Diba Imports is also the Bronx Shoes distributor for North America. Bronx is a European fashion leader in the shoe industry, recognized in London as the #1 footwear brand for several years. Diba sells additional designer lines such as Blink, Luichiny and special collections.

The Business Challenge

Diba offers high quality, high fashion footwear. However, their ordering process was rather old fashioned. Handwritten orders were faxed in, which greatly increased the possibility; outdated errors. It also took additional steps and dedicated staff entering orders into their system.

Diba shoes also has a highly complex distribution network that required an e-commerce solution to address all segments of their business. The company's basic retail site required a third party interface to communicate with Microsoft Dynamics GP. Anytime there was an issue with the third party product, the entire system would be unavailable.

"Immediate access to updates was never available to customers and sales representatives. We needed a flexible e-commerce solution to be able to reach them in real time."

Scott Heisler, **IT Manager**
Diba Imports

The Azox Solution

Diba has a strong commitment to product quality and efficiency, and looks for the same commitment from a provider. Diba's management evaluated several vendors, and Azox technology best met their needs in providing a robust multi-store e-commerce solution while fully integrating with Microsoft Dynamics GP accounting solution.

"We chose Azox based on the competitiveness of their products, and the fact that Azox people were so professional and knowledgeable, was quite reassuring."

Scott Heisler, **IT Manager**
Diba Imports

The Value

Diba is ahead in fashion trends, and Azox placed them ahead in technology by providing B2B sites for distributors of each business sector, a retail site that includes user specific wish list, exception pricing and other features.

Azox capability to seamlessly integrate every site with Microsoft Dynamics GP, as well as the eSource Manager, makes it easier to configure each of the sites.

- **A State-Of-The-Art Online Presence**

Beyond order placing, the new solution will allow Diba's customers to view all options, check for availability, track their orders and print their own invoices.

- **Productivity**

Every order placed in the retail site or sales portal comes directly into Microsoft Dynamics GP. Diba's staff aren't required to log into GP to type each order as they previously did. As the rest of their customers are added to the online ordering process, the company expects to see added savings and additional revenue.

"The person who used to receive the faxes is now thrilled that orders are placed directly in the sales portal, which allows her to take on more challenging tasks".

Scott Heisler, **IT Manager**
Diba Imports

- **An Effective Sales Tool**

Prior to the new system, the company emailed their sales reps or posted PDFs of updated product sheets with all the models, sizes and colors available for each brand. Now staff access up-to-date information online to show potential customers not only an entire selection, but a company that is technologically a step ahead.

- **Growth Potential**

As Diba continues to implement the sites, the Azox e-commerce infrastructure allows them to add content, options and functionality as they grow.

In the very dynamic fashion business, trends and demand change constantly. The Azox solution allows Diba to analyze and compare demand for each product line and provide immediate updates to both sales representatives and customers.

"When you have such a complex business model, that fact that all the sites are able to work in unison greatly facilitates management, inventory control and decision-making capability. In summary, it makes our life a lot easier."

Scott Heisler, **IT Manager**
Diba Imports

About Azox

Azox is Microsoft Gold Certified Partner and is among an exclusive group of managed ISV's. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- E-Commerce Solutions
- E-Payment Solutions
- Dynamics Extension
- Distribution Modules

This industry leading e-commerce suite includes eSource B2B, eSource B2C, eSource SalesPortal, and eCatalog, which provide fully integrated web storefronts that are built on Microsoft Dynamics GP. E-Payment Solutions include our Credit Card Extension for Microsoft Dynamics GP and Credit Card Interface for online payment processing.



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