

High-Tech Manufacturer Online Order Processing

BACKGROUND

The client is a privately held company headquartered in Broomfield, Colorado. Founded in 1967, the media division offers product through three sales channels; Direct-to-user, OEM, and dealer/reseller. Media labeling is a fairly complex task, requiring precise label configuration and barcode tagging specific to the device, end-user entity and manufacturer. The client currently receives orders via web-based order submission, fax, phone call and FTP. Order management is handled via the company's Peoplesoft ERP system resident on an AS/400 platform. Web and FTP orders are batched regularly and imported into the ERP for processing. Fax and telephone orders may be entered into the web-based application or directly to the ERP by customer service agents.

CHALLENGE

The web-based order entry application, built a number of years ago, is functional, but difficult to navigate, for both external and internal users. The application performs minimal error checking and requires a large open text description (requiring human interpretation) before an order is processed. Each web-based order must be manually reviewed and exceptions validated with direct contact to the customer resulting in a reduced time to shipment. Additionally, some orders are produced and shipped with incorrect configurations and must be returned and replaced. Finally, the web-based order submission process is so complex, that Direct-to-user orders are virtually impossible to accept, resulting in missed high margin sales opportunities.

SOLUTION

The Spitfire Group was engaged to review the existing web-based application architecture and functionality and, based on the business objectives and future strategy, propose a solution that will deliver a pleasant and secure ordering experience to existing customers, new customers and internal staff. The application will contain business rules that offer login-specific options, a robust error checking mechanism, real-time proofing of label configuration, workflow for new customer payment options, and integration with the ERP for processing and production. The Spitfire solution will be architected so that, in the future, other divisions may leverage the application to improve similar order submission activities.

CONTINUE...



RESULTS

Using a framework-based architecture, Spitfire constructed a service-oriented foundation for the order processing system. This approach offered the client maximum flexibility amidst ever-changing configuration requirements as new products are released. The new application provides a central point of entry for all customers, OEMs, dealers and internal order processors. The proof review capability significantly reduced the number of errors and integration with the MRP system allows the client to ship orders in less than 2 business days. Additionally, customers can easily order online and track the status of items thereby reducing the cost of sale.

SUMMARY

- **Improved Gross Margin**
- **Expanded Revenue Opportunities**
- **Immediate Scalability**
- **Increased Supply Chain Efficiency**

Get your direct connection to the bottom line, contact:

Business Development
sales@spitfiregroup.com



Business-Driven Technology Solutions

11409 Business Park Cir., Ste 110
Firestone, Colorado 80504

303 485 1880

www.spitfiregroup.com