



TradePoint Enterprise Client Solutions Case Study



Country or Region: US, California

Industry: Distributors, Computers and Peripherals & Accessories

Profile

UShopfast is a rapidly growing Ecommerce retailer for computers, accessories, parts, and equipment

Ushopfast.com is a direct supplier of multiple brands of computer hardware parts, accessories through a web based storefront to customers in Canada and the US.

Business Environment

Ushopfast is the direct sales arm of a computer hardware distributor. A staff of 11 processes both web and phone orders via www.ushopfast.com

Solution

As a new business ushopfast was looking for an Ecommerce solution with an integrated ERP as a back end for the ability to manage and plan for growth.

Benefits

- Increased Sales Activity
- Efficiency in shipping and fulfillment
- Integrated Ecommerce with ERP and CRM functions
- A little over 1 Million in sales within the first 10 months

Ushopfast.com retail web site experiences significant growth in the first year of business using TradePoint One Ecommerce and Enterprise software.

www.ushopfast.com is an Ecommerce retailer with an enormous selection of computer peripherals, equipment and accessories available through a web site that has been designed for quick shopping and ease of use.

Ushopfast is a new company developed to provide a fast efficient Ecommerce experience for customers purchasing computers, computer parts, and accessories.

The primary drive in considering a new software platform was to start a new web site on an Ecommerce platform which could handle a larger order capacity with an integrated ERP and CRM solution.

Since going live with TradePoint Enterprise, Ushopfast has processed over 1 million in sales orders within the first 10 months of the web site being released.

TradePoint has provided the ERP integration with the Ecommerce web site for a full service experience for clients through the web site with the ability to have complete order fulfillment through TradePoint Enterprise.



"The strategic partnership between Tradepoint, Comet Computing and UShopfast.com has been the key ingredient for our rapid growth.

We are now looking at expanding into Canada as well and look forward to an exciting long term relationship with Tradepoint. We have been able to develop our own custom solutions while at the same time maintain compatibility with Tradepoint's update because of the flexible and extensible architecture built on the .NET Framework 3.5.1 and SQL Server 2008.

The group at Tradepoint continually evolves and continually re-invents themselves, by pushing the standards of technology. The platform is extremely up to date and exciting to work with, and is the only platform that take advantage of rapid and scalable development technologies, such as LINQ from Microsoft. This is clearly the best ERP Solution on the market to integrate with E-Commerce and any custom application. Dynamics AX, SAP, Oracle, Sage, Accpac, Quickbooks, Peach Tree, Interprise etc etc, we've tried them all and Tradepoint is the clear winner. "

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The founders of Ushopfast have also been in the electronics distributions business for the last 20 years. Ushopfast is a new business venture designed to cultivate an Ecommerce presence to expand sales efforts to include direct sales to the public in addition to distribution.

Ecommerce Retailers face some unique challenges to growing successfully with an exclusive reliance on an Ecommerce store as the primary sales channel. A streamlined shopping experience, and back end ERP for streamlined fulfillment of web orders, ongoing customer contact and marketing initiatives are necessary for success.

Ushopfast provides a diverse product offering from numerous brands of computer parts, equipment and accessories to their clients. Maintaining customer communications and responsive service is critical to their growth.

Several key considerations were in the foreground as the implementation began.

Ushopfast.com was a new web site with specific targets in mind for sales goals. Reaching those goals required a stable and flexible technology solution.

Tradepoint's database structure is Microsoft™ SQL2008. Between the SQL database and Tradepoint's proprietary synchronization technology ushopfast.com was able to make the most of the stable foundation to further their growth.

Tradepoint also provides ushopfast.com with a software solution which maintains speed with a high volume of transactions. With little to no hesitation in navigation from screen to screen within Tradepoint, employees fulfilling orders are able to maintain efficiency.

Application speed, structure and scaling capabilities were a primary concern in considering an integrated Ecommerce and ERP. With www.ushopfast.com processing between several dozens to hundreds of orders daily web orders daily a database engine that scales, and software which maintains speed is critical to maintaining a responsive experience for the customer.



About Tradepoint Enterprise:

Tradepoint Enterprise is a Windows based comprehensive ERP/CRM software solution, with an entire suite of products which include; Ecommerce, Retail Point-of-Sale, and Kiosk.

Tradepoint is built with Smart Client technology for flexible networking needs in mind. As a Microsoft Certified Gold Partner, Tradepoint is built to work with Microsoft products for easy document management. Tradepoint email is fully POP3, IMAP, and Exchange Server 2007 supported for flexible communications, which track directly to business activity.

To learn more about our entire Product line, or to find one of our Certified Partners, please visit us at:

www.tradepoint360.com

or contact us directly:

By Phone;
866-444-4278, #1 for Sales

By Email;
sales@tradepoint360.com

Benefits

Within the first 4 months after deployment sales activity had grown considerably. With Tradepoint the sales processing and order fulfillment environment was already streamlined, creating a foundation where sales growth could be handled easily.

During the past year, www.ushopfast has seen a steady increase in web sales since adopting Tradepoint as their software platform.

Ecommerce Automation

Being able to keep their current shopping cart provided the convenience and familiarity to customers while acquiring the benefits of an integrated solution for the entire company.

With numerous features built into Tradepoint for automation throughout the Ecommerce sales process, communications, to CRM features for effective relationship maintenance for a seamless Ecommerce shopping experience.

Customer Service

With automatic built into the Ecommerce solution pushing action history into Tradepoint the manual aspects of data entry has become automated. With detailed account information readily available service can be provided efficiently and accurately.

Reporting tools for sales and customer activity augment the detailed tracking within customer activity for a bird's eye view of sales and customer activity.

For More information about Tradepoint Enterprise software and benefits businesses can experience go to:

www.tradepoint360.com/features

