



Tradepoint Enterprise Client Solutions Case Study



Country or Region: US, Minnesota

Industry: Distributors, Water
Purification Equipment

Profile

CWD is one of the fastest growing water filtration distributors in North America.

CWD represents numerous manufacturers nationwide and serves both commercial and residential water filtration needs through its primary web store at www.waterfilters.net.

Business Environment

With a highly dedicated staff of 11 handling an average of 700 web orders daily in a 20,000 square foot warehouse facility a smooth shipping and fulfillment process is critical to maintaining a high quality of customer satisfaction.

Solution

With an eye on managing growth, an integrated software solution with the stability to grow, and automation in key workflows were critical to CWD in considering a software platform.

Benefits

- Increased Sales Activity
- Efficiency in shipping and fulfillment
- Web Services integration with 3dCart
- A 30% increase in web sales

Ecommerce retail web site experiences significant increase in sales using Web Services for Ecommerce integration with Tradepoint Enterprise ERP/CRM solution.

Waterfilters.net is an online water filter superstore with a vast product selection representing dozens of water filtration manufacturers by selling direct to the public through their web store.

Commercial Water Distributing, LLC is the powerhouse behind waterfilters.net and has developed a reputation as an aggressive distributor of water filtration product for commercial and residential uses over the last 15 years.

The primary drive in considering a new software platform was to keeping up with the current pace of growth they had been experiencing and to foster further growth.

Since implementing Tradepoint Enterprise, CWD has experienced a 30% increase in web sales. Tradepoint has provided a seamless transition to current clients with the 3dCart integration and provided greater integration within internal operations with a centralized software platform.



Commercial Water Distributing was a referral through Richard Keller of Keller Systems, Inc and RazorSoft.

More information about Keller Systems Can be found at:

www.kellersystems.com

RazorSoft specializes in high end shipping, ERP and warehousing solutions. To find out more information about RazorSoft on the world wide web:

www.razorsoft.com

Commercial Water Distributing has been a water filtration distributor for over 15 years representing product manufacturers serving commercial and residential water filtration markets nationwide.

Distributors face unique workflow challenges on more than one front and meeting those work flow challenges is critical to growth and success. Direct sales, referral based sales, managing Resellers and representing product manufacturers are the primary client relationships CWD manages, each of which has its own service requirements.

CWD provides numerous services to their clients and maintaining that quality of service is critical to their growth so a smooth transition onto Tradepoint and the Ecommerce integration was extremely important in supporting the momentum they have established in sales and in services they provide.

Several key considerations were in the foreground as the implementation began. Being able to maintain and support greater growth, scaling and speed capabilities of the database structure, integrating with the 3dCart Shopping Cart to Tradepoint through Web Services and completing the installation and a short time line of just over 4 weeks to go live.

When we first met with CWD, they had already grown out of three other software solutions when the decision was made to adopt the Tradepoint platform a year ago, with the life cycle of other software solutions was lasting an average of only three years up to that point.

With the exponential growth that has followed CWD, the primary drive was to adopt a software platform capable of growing with waterfilters.net.



Featured on Inc. 500 fastest growing companies in 2009, waterfilters.net features a tremendous selection of water filtration units for commercial and residential needs.

“Waterfilters.net had already grown out of three other software solutions to manage the web activity effectively.

We need a stable solution that can expand with us and keep up with our growth.”

*Dale Olson – Operations Manager,
Commercial Water Distributing*

Application speed, structure and scaling capabilities was a primary concern at the time. With waterfilters.net processing an average of 700 web orders daily a database engine that scales, and software which maintains speed is critical to maintaining a responsive experience for the customer.

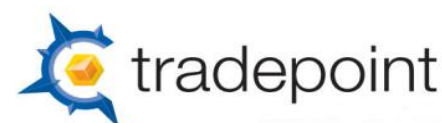
Tradepoint’s database structure is Microsoft™ SQL2008. Between the SQL database and Tradepoint’s proprietary synchronization technology CWD was able to make the most of the stable foundation to further their growth.

Tradepoint also provides CWD with a software solution which maintains speed with a high volume of transactions. With fast screen to screen processing, employees fulfilling orders and accessing customer information in the moment is critical to maintaining CWD’s already high standard of service.

Another element which had to be considered in moving forward with an implementation included integration with their current shopping cart solution through 3dCart web site solution. This would provide a seamless experience for clients through the website who were used to the look and feel provided by the 3dCart solution.

Tradepoint’s Web Services provided the Ecommerce integration between 3dCart’s shopping cart and Tradepoint Enterprise with the ability to push orders into Tradepoint and update client accounts throughout the day.

Tradepoint’s Web Services links 3dCart into the respective fields within Tradepoint. This means that each field within the ordering process through a web site is pushed into the respective field within Tradepoint each time a customer account is created and a sale is processed. Web Services was an ideal solution for CWD to keep their current shopping cart through 3dCart.



About Tradepoint Enterprise:

Tradepoint Enterprise is a Windows based comprehensive ERP/CRM software solution with a line of accompanying solutions for Ecommerce and retail sales needs.

Tradepoint is built with Smart Client technology for flexible networking needs in mind. Tradepoint works with other applications easily such as Microsoft Office for easy document management. Tradepoint email is fully POP3, IMAP, and Exchange Server 2007 Supported for flexible communications which track directly to business activity.

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Find us on the World Wide Web at:

www.tradepoint360.com

About Concept M.O.V.E.:

For more information about Concept M.O.V.E call 514-844-3435

On the World Wide Web:
www.conceptmove.com

Benefits

Within the first 4 months after deployment there was noticeable improvement in daily operations. Sales processing and order fulfillment had been quickly streamlined, creating a more productive environment.

During the past year, CWD has seen a steady increase in sales of 30% 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 automatic triggers for communications is one feature for customers to receive notifications of the status of their order as it goes through the fulfillment process 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 Features go to:

www.tradepoint360.com/features

