



Carl Stuart supplies a diverse range of laboratory & field equipment, process filtration technologies and a full technical support service to a large cross section of industries, Institutions and Government bodies throughout Ireland and the UK. They asked Red Technology to implement an e-commerce solution that would allow their trade account customers to purchase online. Crucial to this e-commerce project was integration with their in-house CRM software, Prospectsoft. This project would effectively provide seamless communication with their accounts and purchasing software; facilitating the flow of business information while providing an easy to use e-commerce solution.

Challenges:

- Sell online through B2B trade accounts with manageable credit limits.
- Ensure seamless e-commerce software integration with the off-line sales and procurement teams.
- Reduce cost per transaction and increase turnover by automating customer accounts through e-commerce.

Solutions:

- Implement tradeIT e-commerce enabled website with trade account functionality.
- Prospectsoft API integration to provide real time, 2-way data flow between the website and other in-house systems.
- Allow customers to set-up and manage their own accounts online, freeing the sales team to concentrate on new business development.

Benefits:

- Reduced cost of sale and the introduction of new revenue streams.
- Improved efficiency with real time sales and stock information.
- Real time customer information available to the sales team provides an improved and seamless customer experience.

"The solution is much greater than the sum of the participating systems, providing us with what I believe is a solution enterprise size organisations would be proud of".

*Michael Anderson
IT Manager, Carl Stuart*

Carl Stuart recognised the opportunities that e-commerce could offer them; realising that it could open up new revenue streams while offering potential cost savings through automated transactions. They needed a flexible system to cope with thousands of complicated scientific products being sold across 3 different business divisions in 2 different currencies.

All their customers purchased through trade accounts, so e-commerce software integration with their CRM and accounting systems was vital. The complicated nature of some products meant that the sales team would also need real-time access to customer accounts and online order information.

They decided on the tradeIT™ e-commerce software platform because of its flexibility in managing trade accounts and its ability to communicate with Prospectsoft's API; providing real time data integration throughout the business. The tradeIT™ e-commerce software solution is managed and maintained in-house by Carl Stuart for significant ongoing cost savings.

Red Technology has been a leading UK ecommerce solution provider since 1996. Their development specialists have built more than 400 ecommerce and content management solutions selling products and services online, to both businesses and consumers. Customers include B2B suppliers, high street retailers, specialist online retailers and large corporations from private, public and not-for-profit sectors.

