aWh Skateboard Distribution
manages multiple orders per client

aWh Skateboard Distribution, a founding force in the world of skateboard suppliers, implemented a new e-commerce website in 2006 to process orders online. The site's success fuelled an increase in new business and they soon found themselves managing an increased volume of orders from clients, creating new challenges for their daily invoice processing and shipments. In efforts to streamline their order processing, they sought out Binary Stream's Sales Document Consolidation product to consolidate sales documents within Microsoft Dynamics GP.

"Binary Stream's Sales Document Consolidation has definitely made our lives a lot easier. With 10 to 15 percent of our daily orders coming from a few of our clients ordering multiple times, it is much easier to manage their orders if they are merged to create a single order which we can then use to ship our package and create a single invoice."

- Peter Rayner,
New Account Manager,
aWh Skateboard
Distribution

With over 30 years of experience in the Skateboard distribution industry, aWh Skateboard Distribution is one of the oldest suppliers in the skateboarding world. Selling everything that relates to skateboarding and some specialty items like roller skates, aWh has managed to survive the volatility of skateboard demand since the 1970s and succeed through their dedication to customer service within their distribution channel.

In April of 2006, aWh implemented a comprehensive website to facilitate and manage their orders online. Orders once placed, would be automatically transferred to Microsoft Dynamics GP and a paper copy was printed off to mark packages for shipping. The website was a great success and with the new ability to place orders any time and anywhere, aWh immediately saw an increase in business which presented them with new challenges regarding order processing.

The primary challenge with the new system was the ease of ordering on the web resulted in smaller orders being placed much more frequently. Prior to the new website, large orders were typically received to take advantage of aWh's free shipping promotion for orders over $1,000; however, several orders were placed by the same customer within the same day or over a weekend on the new system. As a result, over a hundred orders a day would be multiple orders for the same clients and many of aWh's clients still expected these orders to be combined and shipped to take advantage of the bulk order offer. When this didn't happen, customer complaints arose.

With a growing number of customer concerns, aWh wanted to uphold their commitment to customer service by combining and shipping multiple orders together. They first dealt with this by simply stapling multiple orders together and waiting to ship them off at the end of the day. However, with hundreds of orders to deal with in a day some orders would fail to get shipped together, costing the client the free shipping and potentially causing frustrations. In addition the increased traffic overall was creating a strain on their previous processes with increased time spent invoicing and eventually associating payments to invoices. In efforts to deal with this situation Peter Rayner, aWh's New Account Manager decided to search for a solution to help his team better manage their new workflow and ensure client orders would be processed more efficiently and effectively.

Finding the Right Solution

"Overall the Sales Document Consolidation has done a great deal to smooth out the increase in our order volume that resulted from our website development. Now it takes only seconds to merge all of the multiple orders our customers have placed throughout the day or over the weekend. This not only cut down our paper handling saving us time and tightening up our workflows, but also significantly improved our customer service."

- Peter Rayner,
New Account Manager,
AwH Skateboard
Distribution

After a short search of products online, Peter Rayner came across Binary Stream's Sales Document Consolidation. This solution which combined or merged sales documents within Microsoft Dynamics GP, presented itself as a very promising solution to streamline their order management. Using the solution, Peter would be able to merge/combine their sales documents by various criteria. Criteria such as customer name, customer bill to and ship to address stood out as particularly useful for aWh in their efforts to streamline their multiple orders per customer. From here the merging of sales documents could be accomplished in seconds by selecting the document type, assigning or selecting a batch number, and then selecting all the documents that were to be merged. These documents would then be merged based on the pre-set merging criteria and could be referenced again through a sales transaction inquiry window or through a merging report.

Orders that had been merged previously could also be merged again with newer orders that were coming in on a continual basis. This would allow Peter and his sales team to simply add new orders to a batch of pre-existing orders for one customer. Document unmerging was also available and would ensure that inevitable human errors could be reversed and controlled.

After reviewing the Sales Document Consolidation solution over several weeks, it was determined that the product had met and exceeded the needs of aWh. Excited to find an add-on solution to smooth out their order processing, Peter contacted his Value Added Reseller and shortly after began the installation process.

Binary Stream Software Inc.
www.binarystream.com

Binary Stream Software is a leading global Gold Certified Microsoft Business Solutions and ISV partner specializing in customizing and developing standard solutions for Microsoft Dynamics GP and offers solutions for the Healthcare, Telecommunications, Real Estate, Financial Services, and Wholesale Trade/Distribution industries.

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Return on Investment

Soon after the Sales Document Consolidation was installed results were already being recognized. Customer orders could be easily sorted and combined in 2-5 seconds, dramatically reducing downtime related to paper management and general paper use. This allowed the aWh sales team the assurance that no customer shipments were being split and that all of their orders were being appropriately invoiced. As an added benefit, the Sales Document Merger Manage also allowed aWh to take advantage of their shipping vendor's bulk shipping rates since large orders were now always grouped together in one shipment.

"We are very pleased with the job the Sales Document Consolidation is doing for us. The sales team loves that they no longer have to manage as much paper work and I am happy that I know our customers are satisfied with our service to them.""
- Peter Rayner, New Account Manager, aWh Skateboard Distribution