

AXIS VMerchant

Case Study

BBS Limited

Organisation	BBS Ltd
Industry Type	Retail / Wholesale Mail Order
Employees	10
Sites	6
Software	AXIS Diplomat, AXIS VMerchant
Software Users	5
Key Modules	Accounts, Stock Control, Mail Order Processing, Purchase Order Processing, eBusiness

BBS Ltd is the Magimix-approved and dedicated mail-order supplier for all Magimix spares and Magimix parts. They also supply the complete range of Magimix machines. Their customers include both retail customers, buying machines and accessories, and trade account customers, who are, typically, repair centres buying spare parts.

BBS have run their business using AXIS Diplomat for many years. Because a large portion of their business has traditionally been telephone-based retail orders, they have made particular use of the Mail Order Processing module, within integrated credit card processing and postcode database functionality.

The nature of their business made them a natural candidate for expanding into eCommerce, initially purely for their retail business, but subsequently for their trade customers as well.

Pat Frost, Financial Director of BBS Limited, said "the integration between AXIS VMerchant and our existing AXIS Diplomat system meant that we were able to build and launch a web site very easily, without really knowing anything about web technologies. In order to set up the site, we simply needed to categorise our products to make it easy for customers to find the right spare part or accessory, and make sure that we had appropriate photography for each product. All of the rest of the information, including customer-specific pricing for our trade customers, came automatically, straight from information that was already in place in our AXIS Diplomat system."



Not only was the creation and on-going maintenance of the online catalogue virtually automatic, orders placed on the web site are automatically imported, directly into the AXIS Diplomat system without any re-keying of data. This means that orders received via the web site actually involve much less operator intervention.

According to Pat Frost, "our on-line shop, with the level of automation offered by AXIS VMerchant, has resulted in an appreciable growth of our business, whilst requiring no additional order processing staff. Furthermore, a significant percentage of our trade orders now arrive via the web site, significantly reducing the overhead of processing those orders, since, in the past, our order processing staff would have been manually entering those orders into the system from fax or telephone orders."

The BBS Ltd web site can be found at <http://www.magimix-spare.co.uk/>



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