

D&J Specialties Is On-Point, Online With WebJaguar

Responding to clients' needs on time with efficiency and ease were top priorities for this busy distributor. Here's how D&J did it.

As a promotional products company, tracking orders in realtime and quickly addressing customers' needs are key to success. D&J Specialties makes such on-point service its primary focus. However, doing so wasn't always easy; the distributor had not yet found the right technology.

"Our previous system was locally driven, and we had to log in to access the ordering system if we were on the road," explains Dan Goo, vice president of D&J. "We were not Web-based; customers could not order online from any of our websites. Our eCommerce tools were static and informational only. We basically needed to use several programs, such as Outlook, Quickbooks, etc. to run our office."

Frustrated by the situation, D&J began looking for a comprehensive eCommerce solution. Particular requirements and challenges focused their effort. "We wanted a complete shopping cart with the specific suppliers that we do most of our business with," Goo says. That prerequisite alone led the distributor to AdvancedEMedia, the developer of the WebJaguar eCommerce platform. The solution provides small to mid-sized promotional products companies an ability to easily automate and manage business with a fully featured website, e-catalog/content management, shopping cart, CRM and lead generation technologies. "We've provided a front-end and back-end solution to sell products online," says Bachir Kassir, president and founder of AdvancedEMedia. "We worked closely with ASI to develop data feed based on the ASI database. This gives distributors access to hundreds of thousands of products as a complete turnkey eCommerce solution."

Goo was convinced; D&J quickly went live with WebJaguar. "We have been using it for seven months now and find the data to be accurate and complete," he says. "With our new system we can do online specials, monthly specials, e-mail promo codes, discount codes, etc. We now have clients logging in online and ordering via our system. We get an e-mail that our customer has placed an order through our website, and the order is basically done for us. We just forward the purchase order to the suppliers, which would not be possible if the data was incomplete or we had to input all the items manually. With ASI SmartLink and WebJaguar's program, all this is possible."

Selectivity also makes a difference for D&J. "We are able to pick the suppliers we do most of our business with and have only their products listed on our website," Goo says. Convenience is another benefit. Goo continues: "We travel a lot and wanted a cloud-based system in which we could work from virtually anywhere in the world. For example, we just travelled to Austria and Germany, and I could do work from a small town called Hallstatt, which is in the Alpine Mountains and surrounded by water." That's just the sort of reach D&J desired.

The experience has been positive all-round. Aside from a



short learning curve and customizing the program to fit D&J's requirements, Goo and this team are more confident than ever when it comes to servicing customers' needs. "Our staff is much happier with the new system," Goo says. "They say it is much easier and much quicker to use than our old system. We can do all of our communication, order writing, sale promotions, etc., within WebJaguar."

In fact, D&J recently did a special for a discount of 10% on any order from its website. The success was immediate. "Within the first two days, our clients placed four orders through our system," Goo says. "Then the orders were basically written for us; we just needed to complete the art file and make a few changes on the purchase order, then we're done. The system sends the PO to the suppliers."

Such automated ease comes from the relationship D&J has with the WebJaguar team. "AdvancedEMedia's service is excellent. They are easy to work with, and tech support is always there at a moment's notice," Goo says. "They easily make changes to our system to match our specific needs."

All that's needed for other distributors to get started on their own WebJaguar eCommerce solution is a Web browser. No special hardware is required nor does any software have to be installed. WebJaguar is a cloud-based, turnkey solution. For more information, visit www.webjaguar.com/asi or call (888) 718-5051 for a free consultation and demo.