

## Brandit Builds Business With WebJaguar

*Serving clients quickly and efficiently with an extensive selection of imprinted apparel and promotional products requires a solid e-commerce system. Brandit found it with AdvancedEMedia's WebJaguar platform.*

"Think it... Design it... Create it... Brandit." That's the tagline of Brandit Corporation, a full-service apparel and promotional product distributorship with over 20 years experience. Now the firm is selling more of "it" online, thanks to a customized e-commerce solution designed by AdvancedEMedia.

Brandit's mission is to make the purchasing and procurement process easy for its clients, bringing them peace of mind. The distributor works from an extensive network of deeply seeded supplier relationships throughout the U.S. and abroad so that orders move quickly from start to finish for a rapid delivery. Part of that process relies heavily on the firm's ability to take and process orders online, then manage the back-end operations.

When Brandit executives began to look for an e-commerce solution, there were two key requirements: integration to ESP (ASI's product research system) and ease of use. The team looked to AdvancedEMedia for an answer. It replied with a custom solution perfect for Brandit's needs, which also required the development of customized Company Store Solutions.

AdvancedEMedia, the developer of the WebJaguar e-commerce platform, provides small- to mid-sized promotional product 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 e-commerce solution."

It has been two years since the transition. Brandit's Product Specialist Lisa Schraw couldn't be happier with the results. "Brandit serves clients in many geographical areas and with many different needs," she says. "The use of technology, namely the WebJaguar platform, is the way to distinguish Brandit and provide a true solution to all of our clients' needs. AdvancedEMedia 'gets it' when it comes to the ASI distributor's needs."



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Lisa Schraw, Brandit

With WebJaguar, Brandit enjoys the same sensitivity to pricing and supplier information that distributors receive from any ASI-related vendor. The WebJaguar e-commerce solution allows distributors to retain control over margins (even on a customer-by-customer basis) and to protect wholesale pricing. Furthermore, WebJaguar makes it easier for search engines to index a site effectively, which improves online visibility and draws more buyers to the company. The powerful search functions of WebJaguar, which is integrated with ASI Smart Link Search, make it simple for buyers to find products that fit their search criteria. Beyond those benefits, distributors find functions to target prospects and reach out to clients.

From an administrative standpoint, the customized e-commerce solution has streamlined Brandit's operation. "It has integrated the ordering production and accounting processes, saves time and improves accuracy," Schraw explains. This makes the organization more nimble and responsive, benefits that affect the whole organization from sales to fulfillment to customer service and beyond. It has broadened the scope of Brandit's abilities. Schraw attributes growth in no small part to the e-commerce solution, explaining:

"The WebJaguar system has increased our market value to new prospects and resulted in bigger and better opportunities for Brandit."

Along the way, AdvancedEMedia's support staff also has played an important role in Brandit's e-commerce success. "Customer Service, Support and Development teams are all top notch," Schraw says. "They listen and come up with solutions on a daily basis. AdvancedEMedia is a great organization and Bachir's team has developed a great product. Brandit looks forward to working together for many years to come."

All that's needed for other distributors to get started on their own e-commerce 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](http://www.webjaguar.com/asi) or call (888) 718-5051 for a free consultation and demo.