



AppFinity WebStore Resolves Frustrating Incompatibility and Inflexibility Issues for Copy Technologies

Highly flexible B2B E-commerce solution meshes perfectly with SAP Business One to deliver optimal results for customers and staff.

Since 1993, Atlanta, Georgia-based Copy Technologies Incorporated (CTI) has grown into a nationally acclaimed wholesale distributor and producer of compatible and remanufactured imaging supplies for copy machines, laser, thermal and inkjet printers. With a state-of-the-art shipping facility and over 170,000 square feet of warehouse storage/inventory space, Copy Technologies has the capacity to deliver highly efficient and timely order fulfillment for its extensive national network of resellers.

Boxed In by Inflexible E-commerce Product

CTI president Chris Eiberger and his brother IS/IT director David Eiberger had a vision for their company not unlike many other product-driven businesses over recent years – to launch a fully integrated E-commerce solution that would significantly increase sales and streamline the ordering experience for the company’s resellers.

Their goal was to implement a Business-to-Business (B2B) Web site where their resellers could log in, see their own custom pricing, track status of any shipments, view their account information (e.g., invoices or RMA’s) and place orders either by credit card or on terms. It was critical that they have the ability to pull specific account information from their SAP Business One ERP system and make it instantly available to the E-commerce site without the need for any duplicate data entry.

The Eibergers selected a product that they thought would achieve these objectives, but they were quickly disappointed. While the out-of-the box functionality was generally acceptable, it was nearly impossible to make even the most basic changes to the site such as adding or eliminating fields or links to conform with their company’s unique business processes. Worse yet, when they contacted the manufacturer of the E-commerce product for help, they discovered that there was nobody who could effectively resolve their issue. According to David Eiberger, “The E-commerce system was a money pit – we couldn’t customize the site at all to our needs and there was absolutely no support for their product. Eventually we gave up and decided to disable the site.”

AppFinity WebStore Restores The Faith and the Vision

Disillusioned by such a frustrating and costly experience, the Eiberger's momentarily considered abandoning their vision. However, they eventually concluded that there must be an affordable E-commerce solution that could deliver exactly what they wanted. Chris conducted extensive online research and came across the AppFinity Software Web site (www.appfinity.com).

David Eiberger contacted AppFinity VP of sales and marketing Barry Lederman and made it very clear that a new E-commerce system had to offer complete integration with SAP Business One and the flexibility to make any changes they wanted to the site. Lederman replied with absolute confidence that the AppFinity WebStore could be customized to their precise specifications and they could get the site up and running right away! He presented a very compelling demonstration of the core product and then followed up with links to other companies where the software had been customized to meet their unique requirements. After seeing so many success stories of companies whose situations somewhat mirrored their own, the Eiberger's determined that a customized AppFinity solution would offer the perfect fit.

AppFinity founder Dennis Lo and his team went to work immediately to develop a fully customized E-commerce solution for CTI. AppFinity WebStore's core functionality ensured that any information captured from SAP Business One would be displayed in real time on CTI's Web site. Let's say you add a new product in SAP Business One, when you log in to AppFinity WebStore, you run the **Real-time Update** function, and all applicable new product information from SAP will appear on-screen.

The Eiberger's requested a number of modifications to make the site more user-friendly to their customers and more efficient for their staff. One key modification was the addition of a **Quick Order** option, which enables customers to place orders by entering product ID numbers from CTI's semi-annual product catalog and the quantity for each item ordered. Upon submission, the system checks if the items are in stock and, if not, displays the backordered quantities, where applicable. For added convenience, from this screen customers can also **Copy Previous Web Order** if they simply want to duplicate their previous order.

Another modification expanded the number of users that have access to administrative functions from one to a user-designated number. An **Order Alert** function was also added to expedite order processing and speed up the fulfillment process of all Web orders. With Order Alert, when a Web order is placed in the AppFinity WebStore, an e-mail copy is automatically sent to CTI order processing staff, alerting them that an order is ready to be filled.

Great Product and Superior Service Elevate AppFinity to Lofty Status

"After the disappointment we had with our previous E-commerce system, it has really been a joy to work with a company like AppFinity that delivers on all of its promises," claimed David Eiberger. "The AppFinity WebStore is a tremendous product right out of the box and with its unbeatable flexibility, we can make any changes we want to the site, quickly and cost effectively. Plus, it's so easy to maintain."

"We have experienced a significant improvement in customer satisfaction and operational efficiency with the WebStore," added Eiberger. "Redundant data entry and input errors are

eliminated on all Web orders and the fact that we take fewer orders now by phone or fax sure frees up lots of time at the office. Our customers really appreciate the ease of ordering online, plus the added benefits of a quicker, more fulfillment process.”

David Eiberger was no less effusive in his praise of AppFinity’s service. “AppFinity is the model of professionalism – they take the time to understand our unique business processes and they always respond quickly and with precision to all of our requests. Their working knowledge of SAP Business One is quite profound, as they always know how every component of their system works in concert with SAP’s. They also clearly have a thorough grasp of the B2B universe, which has greatly facilitated their ability to mold the system to our needs. Amazingly, when we began talking to them about changes to our system, they seemed to know in advance how they were going to provide the solution and were instantly ready to show examples of how it was going to work.”

About AppFinity Software

AppFinity Software Corporation (San Francisco, California) is dedicated to the design, implementation and support of E-commerce solutions that leverage existing technology investments and minimize ongoing IT costs. AppFinity solutions are fully customizable and can integrate with most existing commercial Web sites and today’s most popular accounting software systems to deliver complete business solutions that enable companies to focus on their goals without exhausting precious resources on unnecessary IT expenditures. AppFinity is driven by a relentless quest to provide an extraordinary level of customer service that is peerless in today's fast-paced, high-stress business environment. To learn more about AppFinity Software, visit www.appfinity.com

About Copy Technologies Inc.

Copy Technologies Incorporated is a wholesale distributor and producer of compatible and remanufactured imaging supplies for copy machines, laser, thermal and inkjet printers. The company carries a wide variety of toner supplies, a high-quality line of MICR toner cartridges for secure check and financial document laser printing, as well as a high-yield line of HP laser printer cartridges. To learn more about Copy Technologies Inc., visit www.copytechnologies.com