AppFinity WebStore Synchronizes Online Ordering and Back-office Accounting for Jefferson Medical (JMI)

Numerous modifications streamline ordering process for "contract" customers and improve efficiency of in-house staff.

For over 30 years, Oak Ridge, New Jersey-based Jefferson Medical and Imaging, Inc. www.jeffmed.com has served radiologists, doctors and administrators with an extensive catalog of diagnostic imaging-related products. JMI has earned a glowing reputation among its growing customer base for fast and efficient delivery of products once an order is placed. The company also supports a roster of certified field engineers who provide first-rate installation, repair and maintenance of imaging equipment.

Extensive Product Catalog Overwhelms Online Store and In-house Staff

When JMI first installed an e-commerce site for its product catalog, the company had to endure numerous shortcomings that compromised ease of ordering for customers and reduced efficiency for in-house customer support staff. For starters, the online shopping cart did not integrate with JMI's AccountMate for SQL (AMSQL) accounting system, meaning that staff had to manually enter duplicate information such as customer orders, changes to item pricing or descriptions, and inventory updates from one system to the other. With a small in-house staff and a fast-growing catalog of thousands of items, the challenge of keeping the accounting and shopping cart systems in sync was overwhelming and it became impossible for them to keep the site up to date.

Another major inadequacy of their existing e-commerce system was its inability to display "contract pricing," which is the price that 90% of JMI's customers pay for products. According to JMI president Susan Kurylo, "With the old e-commerce system, if one of our contract customers went online to try to place an order, they could only see the retail price for that item, not their contract price. Thus, they would have to call in to get the correct price and then place their order with one of our customer service representatives. Clearly, this was not an efficient process for our customers or for us."

Fully Integrated WebStore Offers Real-time Synchronization with Accounting System

When Kurylo and her team decided it was time to upgrade to an e-commerce solution that could provide real-time integration with their AMSQL accounting software, she contacted her AccountMate Software Business Partner, Patty Sullivan of Dominion Software Consulting LLC. "Our customers kept asking us if we could upgrade our online system so that they could see their contract prices and place orders online," said Kurylo. "We hoped that Patty could find us an e-commerce solution that could offer a more efficient and user-friendly ordering process for our customers, which in turn, would make our in-house staff much more efficient."

Sullivan was already aware of the AppFinity WebStore and knew that it would provide seamless integration with JMI's AMSQL system, and could be modified to work seamlessly with the existing AMSQL modifications. She contacted AppFinity Software founder Dennis Lo and connected him with Kurylo, who presented her wish list for the new system. With Sullivan

helping to ensure that all the details of the proposed project were clear, Lo proceeded to conduct a thorough examination of the existing Web site and the modifications that had been made to the AMSQL system and concluded that AppFinity could deliver exactly what Jefferson requested.

Lo and his team first addressed the key issue of modifying the core AppFinity WebStore so that JMI's customers could see their own special contract pricing before placing orders online. An additional enhancement was to enable the system to handle rebates or charge-backs on items in which JMI was actually selling products at a loss to their contract customers as negotiated with their trading partners. "Our cost for a particular item may be $500, but due to the special arrangement we have with a trading partner, a member may pay as little as $200 for that item, " explained Kurylo. "In this case, we have a loss of $300 on that transaction. We then report that sale to the trading partner and receive a rebate for the difference. Since we had already modified our AMSQL accounting system to accommodate this type of transaction, AppFinity modified the WebStore to do the same. "

AppFinity performed another enhancement to the site that made it possible to add more product categories so that customers could search the WebStore and find the products they wanted more quickly. Like the contract pricing modification, since JMI had already added the new categories to their AMSQL system, AppFinity modified the WebStore to mirror AMSQL and ensure that the two systems operated in sync.

"We recently went live with our new e-commerce system, " said Kurylo. "When a customer places an order through the WebStore, a sales order is immediately created in AMSQL. When the product is shipped, inventory is adjusted, the records in AMSQL Accounts Receivable are updated and the customer's record is updated. With the new system, our customers have online access to their account information — they can view all of the orders that have not yet shipped or their outstanding invoices, they can print their customer statements or look at a particular invoice if there are any questions, or simply update their personal information. "

"AppFinity and Dominion Really Made This Process Very Easy for Us. "

Susan Kurylo is quite pleased with JMI's new WebStore and the level of service that Dominion Software and AppFinity Software have provided. "The days of having to waste time with duplicate entries into both systems are over, " claimed Kurylo. "Since our contract customers can now see their special pricing and place orders quickly and securely when they visit the site, our customer service reps spend less time on the phone processing orders and more time helping customers with questions and concerns. There is no question that our sales will get a real boost as a result of the more customer-friendly features of the AppFinity WebStore. "

Speaking of AppFinity Software, Kurylo states, "It's been a pleasure to work with Dennis Lo and his team at AppFinity. Every time we have a request or a question, Dennis responds right away and he takes the time necessary to fully understand so that he can deliver what we want the first time. I won't hesitate to call on AppFinity again if we want to make any changes or further enhancements to our e-commerce system. "

Dennis Lo's pledge to AppFinity customers echoes Kurylo's comments. "When we implement a new WebStore, we not only guarantee that the new system will carry forward the look and feel

plus all the features and functionality of the existing site, we won't even charge our customer for that part of the process. After completing the first phase, then we perform all the modifications to ensure that the WebStore works in perfect harmony with the customer's accounting system. Furthermore, we take only days to deliver everything the customer wants, not weeks or months."

Regarding her relationship with Dominion Software, Kurylo offers up a glowing assessment. "Patty Sullivan and Mitchell Thorp are phenomenal, real team players, very professional and supportive. They are always concerned about maintaining the integrity of our data. Like AppFinity, response time is very quick and they take the time to understand our needs. Overall, AppFinity and Dominion really made this process very easy for us."

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 Dominion Software Consulting LLC

Since 1997, Dominion Software Consulting LLC has provided comprehensive implementation and support services to its clients. As an AccountMate Software Elite Business Partner, Dominion Software focuses its expertise on installation and support of AccountMate for SQL (AMSQL) business management systems. A typical AMSQL implementation plan involves hardware/software installation, data conversion, modifications, training and long-range plans for growth. To learn more about Dominion Software, visit www.dominionswc.com.