



## **AppFinity's Fully Customized Web Ordering Solution Provides Seamless Integration with Westminster's Accounting and Shipping Systems**

### ***Wholesale Distributor and Its Customers Reap Tremendous Time- and Cost-saving Benefits with AppFinity's WebStore System***

For over 30 years, Atlanta, Georgia-based Westminster, Inc. ([www.westminsterinc.com](http://www.westminsterinc.com)) has served its customers as a wholesale distributor of toys, gifts and novelties. The company's tagline reads "We're in the business of having fun!" and their extensive catalog proves it with a dizzying array of cheerful products, including stuffed animals such as the "Pet Nap Dog" and the "Super Stretch Screaming Monkey," or games like "Pocket Sudoku" and "Cyber Pinball."

#### **The Quest for a More Efficient and Profitable Sales / Ordering Process**

For many years, the purpose of Westminster's Web site was simply to display its downloadable product catalog and to keep customers and prospects informed about upcoming trade show appearances. The Web site did not have any e-commerce function as it neither offered a shopping cart nor did it possess any integration with the company's Visual AccountMate (VAM/SQL) accounting software system.

Westminster's in-house sales reps were not only charged with generating sales, but they also had to spend considerable time each day entering orders directly into the accounting system and answering questions from customers about order status, statements, inventory availability and more. With all the daily administrative work diluting the efforts of sales reps to focus on bringing in revenues, management eventually reached the conclusion that some changes had to be made in the way the company processed orders.

To improve efficiency, management first decided to hire sales administrators to take over many of the administrative tasks from the sales reps. However, after acquiring another product line in 2005 and inheriting 70 outside sales reps from the acquired company, it was time to institute more significant changes.

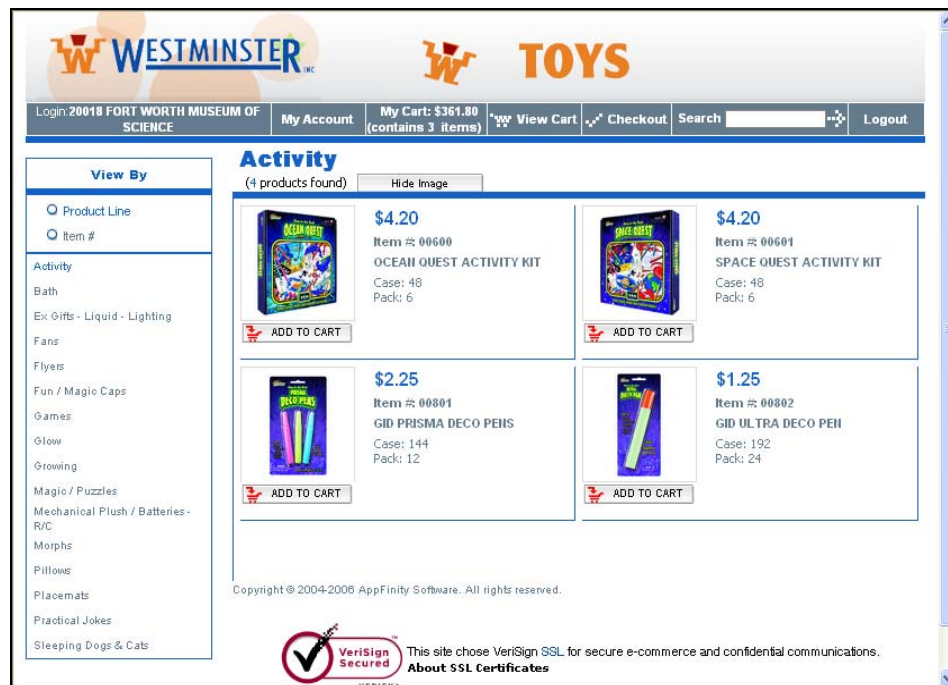
According to Westminster IT Manager, Dori Levy, "When we acquired the new product line, we hoped to boost our sales dramatically, without incurring a significant increase in our overhead. One key part of our strategy was to make the ordering and account management processes much more efficient for both our customers and our staff. To achieve this goal, it was necessary to e-commerce-enable our existing Web site with a shopping cart that could integrate seamlessly with our highly modified VAM/SQL accounting system and our shipping software – not an easy task by any stretch."

Westminster turned to AccountMate Business Partner Doug Meredith of Personal Computer Accounting in North Carolina to find the right solution and he was ready with an answer – the **WebStore Web Ordering System** from AppFinity Software. Meredith knew that AppFinity's WebStore solution would offer tight integration with Westminster's VAM/SQL accounting system and the company's shipping software. He also knew that AppFinity programmers had the expertise to customize WebStore to work in harmony with all the modifications that Westminster had made to their VAM/SQL software.

#### **Ask and You Shall Receive ... Quickly!**

Levy and her colleagues sent AppFinity founder Dennis Lo a wish list of features they needed in their solution and the AppFinity programming team jumped into action. In a matter of days, AppFinity had not only implemented the core shopping cart component, they had enhanced and modified the solution to fulfill all the items on the wish list.

For example, AppFinity incorporated the “My Account” function from its WebSalesForce product, enabling Westminster’s wholesale customers to review their current order status, outstanding invoices, payments and purchase history. Customers can also update their account information, including billing and shipping address. In addition, AppFinity modified WebStore so that customers could only order items in quantities that correspond to the inner packs from case lots. Another modification enabled automatic generation of e-mail notifications to both Westminster and its customers of order status and shipment, plus the ability for customers to access their invoices online and e-mail them back to themselves for printing.



The integration between AppFinity WebStore and VAM/SQL is seamless. All shopping cart items are retrieved directly from the VAM/SQL inventory database and all new customers and returning customers are added to or retrieved from the VAM/SQL customer database. The system also provides automatic calculation of UPS or FedEx freight charges based upon the size and weight of the packages. Also, AppFinity enhanced the WebStore’s Verisign SSL and CyberSource (Bank of America) Online Credit Card payment processing function so that the authorization process for every order placed is automatic.

Dori Levy and her colleagues have been quite impressed with both their new WebStore solution and the company that stands behind it. “It’s remarkable how AppFinity could respond to our vision and wish list with such precision, professionalism and promptness,” said Levy. “Now, our sales force can focus solely on doing what they do best and our customers can order online with absolute confidence that their orders will be processed accurately and promptly. AppFinity has turned our dream into reality.”

### 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 and our latest **Mobile Web Ordering and Delivery Solutions**, visit [www.appfinity.com](http://www.appfinity.com)