



www.advanceware.net
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UBP speeds up with AdvancePro

AdvancePro helps Ubike manage online orders and expand an E-commerce business

"For business value, not only is the price right, but the total package from great customer service to excellent order and online features is top quality."

Ron Blocher
President
UBP



SUCCESS STORY

United Bicycle Parts

AT A GLANCE:

Customer:

United Bicycle Parts

Location:

Ashland, Oregon

Industry:

Distributor B2B
Bicycles, Bicycles parts

Business Challenge:

To develop a faster order system that would integrate an efficient **B2B e-commerce** site and provide complete business control.

Solution:

AdvanceWare Technologies'
AdvancePro: E-Commerce B2B
Web-services with QuickBooks Pro

Results:

Together QuickBooks & **AdvancePro** allowed UBP to:

- Eliminate double entry of online orders
- Increase sales by 20%
- Reduce inventory holding costs
- Ensure all orders arrive on time

Customer Profile

Back in 2004 when **UBP** was undergoing a management shift, their new owners wanted software that was simple, compatible with their QuickBooks system, offered an e-commerce solution and that could export information to excel. Their old system wasn't a good fit for their company's size (5 users) and the functionality was far too complicated for their needs. "At the time we were looking for a software that could offer us speed, easy to use order/purchasing modules, a web-services system and that wasn't brutally expensive," **Ron Blocher, President.**

UBP is a **B2B** seller of Bike parts and bicycles with an in-house sales staff, whose sales generated are supplied by a warehouse system that operates on a demand oriented stocking strategy. This strategy comes from the firms broad inventory levels, which are heavy in variety and low in quantity. UBP has to maintain a high level of efficiency in order processing to ensure two things; one, that all shipments are made on a priority basis and two, that stock levels reflect the real time demand of the market.

Business Challenge

With new management's desire for a simpler, more efficient software system, **UBP** needed to find a software that could provide greater speed and control of order processing and provide a platform to improve **their e-commerce business.** At the time, UBP's President, **Ron Blocher** was looking for a professional system that could provide a high ROI and maintain "very good customer service relations."

Solution Overview

For UBP, a strictly **B2B** company, **AdvancePro** was the solution that was right for their needs. UBP now depends on **AdvancePro** for managing their work flow, control of their **B2B e-commerce** site, exporting their orders to QuickBooks, importing online orders into their backend, and managing customer returns and relations with precision.

"Now all online orders are automatically entered into our system, which is not only faster than before when we used to enter them in manually, but also it ensures no information is lost and all shipments arrive on time," **says Ron.**





SUCCESS STORY

United Bicycle Parts

Business Benefits

"We've seen a 20% increase in sales because with faster **web-orders** we are not only saving time by not having to re-enter each order, but we also ensured that our **e-commerce** portfolio moved smoothly," says **Ron**, and because of **AdvancePro**, UBP can now maintain a faster website that not only provides better order processing but also has allowed UBP to learn more from their customers with a new feedback add-on.

As well, with an increasing online business from web customer sign ups, UBP is continuing to promote online with **AdvancePro**. "One area where we would like to expand is into customizing our homepage for different regions and customer profiles, that way we can gain a competitive advantage over the thousands of other websites out there in the market," says **Ron**.

With 5 users of **AdvancePro** working at UBP, the company has been happy since day one with the level of customer service that comes with the software package. The ease of use of the software has allowed each UBP employee to master the key features of the software with constant feedback coming from the **AdvancePro** team.

Because of this, **UBP's Ron Blocher** had this to say: "There are really three great things about this software that keeps us as a customer, one are the features, two is the ability for us to export info to excel to run reports and three is the great help we get from the **AdvancePro** support team."



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"AdvancePro, together with its Web-Services, provided us with efficiency, speed and smooth integration to our online B2B site which resulted in a 20% increase in sales."

Ron Blocher
President
UBP

FOR MORE INFORMATION VISIT:



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Our product and QuickBooks Financial Software work together to help simplify your business management. QuickBooks 2006 Financial Software helps you get more done faster, with a new Home page, simplified Customer and Vendor Centers, and sophisticated business planning tools.

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