



Keyora's Webfoot® B2B e-Business Platform Customer Solution Case Study



Leading Manufacturer in Aviation Watches as their e-Business Takes Flight!

Overview

Country or Region: United States

Industry: Manufacturing—Aviation

Customer Profile

Mid-Continent Instruments provides specialized aftermarket aviation products worldwide. They also have the expertise to engineer and build new products for almost every general aviation manufacturer.

Business Situation

The company wanted to expand their ordering system by including an online purchasing tool. This would improve the company branding and provide better content organization that was available 24/7 to their international dealer network.

Solution

Mid-Continent Instruments implemented the Webfoot® B2B e-Business Platform from Keyora together with Microsoft Dynamics® GP to realize extensive e-Business capabilities and streamline business management throughout the company.

Benefits

- Improve company branding
- Increase customer loyalty
- Accessible 24/7, worldwide

“Combined, the Keyora team and the Mid-Continent Instruments team have developed what I believe is the best website in the general aviation community.”

Cindy Highbarger, Chief Financial Officer, Mid-Continent Instruments

A global organization, Mid-Continent Instruments provides specialized aftermarket aviation products worldwide. Today, the company operates one of the world's largest overhaul/exchange facilities with the expertise to overhaul more than 5,000 different aviation products. Traditional ordering methods such as phone, e-mail or fax were used and are still available for those customers with that preference. The organization had a plan to expand this system to include an online purchasing tool to provide an additional method of communication for their customers. Mid-Continent Instruments looked to the implementation of Keyora's Webfoot® B2B e-Business Platform that integrates seamlessly with Microsoft Dynamics® GP. The hope was to customize the look of their e-Business to ensure a consistent message and better satisfy the needs and expectations of their global dealer network.



“In our first two weeks, we have received 24 web orders for \$70,000 in sales, of which all but one order are from repeat customers.”

Cindy Highbarger, Chief Financial Officer,
Mid-Continent Instruments

Situation

In January 2009, Mid-Continent Instruments had established an online presence with plans to one day incorporate a real-time e-Business environment. In an effort to expand ordering options for their end customers, the organization wanted a seamless implementation in the development of this online purchasing tool. This additional method of ordering would have the potential to take their business to the next level without expanding headcount. It would also allow their international dealer network an efficient purchasing tool that was accessible 24/7. The amalgamation of their current website with an e-Business solution would improve the company branding and provide better content organization to dealers. Two-way integration was critical between the company's enterprise resource planning (ERP) system, Microsoft Dynamics® GP, and the solution.

Serving Global Customers in the 21st Century

The need to be available 24/7 anywhere in the world was becoming apparent to Mid-Continent Instruments; though the current ordering system would still be available there were restrictions with this model as it required manpower to run. An online purchasing tool would provide an additional avenue for their customers so they could provide the total solution. With one portal to go to, customers could order new, exchange or overhaul units quickly. Customers would need to know real-time sales inventory with accurate availability. With multiple warehouses, it was also important for Mid-Continent Instruments to re-direct orders to allow same-day shipping based on the time the order was placed. In this portal, the dealer could also request a repair or complete a return for credit. It would also be a one-stop location for the company's account history including invoices, orders and returns. The need was also there for

installation manuals and engineering drawings to be available on product pages – a great resource for the dealers. On each product page, features and specifications would be available so dealers could view and compare products with the click of a button, anywhere in the world.

Amalgamation of Current Website with Existing Systems

The company had already established a website to be used as a resource to customers. A data migration would need to occur to transfer the current information to the e-Business platform. The end result would provide dealers with key content in an organized portal. The right solution would also require integration with Microsoft Dynamics® GP, Mid-Continent Instrument's existing ERP. As a growing company with so many products and dealers, the integration was critical to increase efficiency and revenues.

Solution

Mid-Continent Instruments looked at the available options in the market to satisfy their needs and found the best fit with Keyora's Webfoot® B2B e-Business Platform. The ability to customize the purchasing tool that best suits the business needs was important and Keyora was able to undertake such a task. Through requirements meetings, it was determined that the award-winning core product would be enhanced with additional modules so Mid-Continent Instruments could launch their e-Business the right way.

Never Say Never – Ability to Adapt to RMA Process

As one of the world's largest overhaul/exchange facilities, the Customer Returns Management module that is available through Keyora was critical to Mid-Continent Instruments. When it was seen that the standard module was not fully in line with the company's needs, Keyora adapted and built a

“I just reviewed your new website and I’m blown away. You should be very proud of where (the) company stands in the World Wide marketplace.”

Received from Actual Mid-Continent Instruments Customer

tailored module for Mid-Continent Instruments. This module allows dealers to initiate RMA requests directly from the website. The website captures all relevant information required to create the RMA and integrates this information back to the Microsoft Dynamics® GP Service Management module. Dealers are able to return items they had previously purchased regardless if they were originally purchased from the company. Through the integration with Microsoft Dynamics® GP, the actual processing of the RMA occurs once the original items have been received. For Mid-Continent Instruments, moving their business online still meant that dealers could order new outright, new exchange or overhaul units quickly and this was important when the choice was made to partner with Keyora.

The Silent Sales Team Dressed in Blue and White

The implementation of the Webfoot® e-Business Platform meant Mid-Continent Instruments could increase sales without increasing headcount and current company branding could be used throughout the web portal. A consistent message would be conveyed through the use of company colours, logos and product images. Static pages would be available for added information and all content on the website would be organized for ease of purchase. Cross-selling was made possible with the addition of the Webfoot® Advanced Promotions module. This gives the dealer the option to click on the suggested item and/or featured promotion to directly link to the item with no added pressure.

The portal would have so much information at the dealer’s fingertips – whether it be about the dealer itself or Mid-Continent Instruments – no question would go unanswered. The company’s decision to include the Webfoot® Customer Statements module would allow on account customers to view their outstanding

balance online, reprint invoices and see aging totals. The same portal would make use of various file types for dealers to access, including videos and PDFs for virtual tours and product manuals.

Interactive Tool Expands Business

While the company sells only to dealers and distributors, the Webfoot® Dealer Locator function was necessary to help pilots locate a dealer across the globe. Webfoot® developed a user-friendly interface that makes it easy so the user can enter a location – country, city, state or ZIP code – or click on a map to produce the targeted dealer contact information. Searching is also available via dealer name. This new feature helps expand business for dealers and distributors alike.

Implementing an Integrated e-Business Solution

With a skilled team of Developers, Business Analysts and Quality Assurance Technologists from Keyora a fully integrated business-to-business portal was developed. It is apparent that Keyora’s Webfoot® e-Business Platform works hand-in-hand with Microsoft Dynamics® GP and is a comfortable, unified software environment. Designed to work together, the old manual processes have become fully automated. Previously, employees would need to contact carriers for shipping rates and document tracking numbers. The Webfoot® Interface to UPS and FedEx streamlines this process as the systems integrate and provide real-time shipping calculations with direct links on the order status page to UPS and FedEx for tracking information. With the integration to their existing ERP, the Webfoot® e-Business Platform supports credit card processing in a secure environment. The integrated system helps the company manage other activities, including manufacturing, materials planning, inventory in multiple warehouses and financials. At the end of the day, Mid-Continent Instruments owns the user-friendly,

“Interestingly, our first web order was from a company in Brazil that had not purchased anything from us in 2 years.”

Cindy Highbarger, Chief Financial Officer, Mid-Continent Instruments

customized tool that is now able to further grow their business.

Benefits

The very day the new online shopping tool launched, Mid-Continent Instruments began receiving online orders leaving Cindy Highbarger, Chief Financial Officer, ecstatic with the end result. Though any order on the first day would have been appreciated with this new endeavor, Highbarger was quick to note that “our first web order was from a company in Brazil that had not purchased anything from us in 2 years.” The joint effort between Keyora and Mid-Continent Instruments materialized into a user-friendly web portal and the customers are purchasing. One of their customers took the time to comment on the new website, saying he is “blown away” noting it is “remarkable” and that Mid-Continent Instruments “should be very proud of where (the) company stands in the World Wide marketplace.”

Improve Company Branding

The ability for Keyora to customize the web portal with the professional look and feel expected by Mid-Continent Instruments means the company can win the trust of new and repeat customers on an ongoing basis. The early stages of implementation have shown that customer referrals have increased; Highbarger states that “in our first two weeks, we have received 24 web orders for \$70,000 in sales, of which all but one order is from repeat customers.”

Increase Customer Loyalty

The entire Webfoot® package provides Mid-Continent Instruments the platform to attract and retain dealers. It is with the collaboration of both teams that the client’s vision was followed through, resulting in an online store that is user-friendly, easy-to-navigate and efficient. Online functionality allows the dealers a one-stop location to browse information, purchase, exchange or

return items. With these features, the dealer leaves satisfied that with the click of a button, they can do so much. The B2B portal makes it easy for the dealers to manage their account settings, addresses, and view past purchase history using the Customer Administrator login.

Accessible 24/7, Worldwide

The greatest benefit seen by this global organization is that the web portal developed by Keyora is its accessibility by their international dealer network. Todd Winter, President and CEO, notes that Mid-Continent Instruments is “providing our dealers with an efficient online purchasing tool that is accessible around the clock and around the world.” It was seen that Webfoot® truly is intuitive in that it allows the systems to detect the time zone and warehouse hours to re-direct orders for same-day shipping based on the time the order was placed.

Results showing that 50% of purchases have been international customers highlights the need to have an online ordering method and Keyora’s solution leaves Highbarger boasting that “the Keyora team and the Mid-Continent Instruments team have developed what I believe is the best website in the general aviation community.” This partnership is here for good; Keyora will be with Mid-Continent as their e-Business takes flight!

For More Information

For more information about Keyora products and services, call (866) 661-6688, e-mail us at sales@keyora.com or visit the website at: www.keyora.com

For more information about Microsoft products and services, call (800) 426-9400 or visit the website at: www.microsoft.com

For more information about Mid-Continent Instruments' products and services, call (316) 630-0101 or visit the website at: www.mcico.com

For more information about Microsoft Dynamics®, visit the website at: www.microsoft.com/dynamics

Webfoot® e-Business Platform

Keyora's award-winning Webfoot® e-Business Platform has been designed to provide mid-market and enterprise organizations using Microsoft's Dynamics® AX or Dynamics® GP with a seamless, real-time e-Business environment that takes all the rich customer and item content from Dynamics® and presents it to your customers, employees and trading partners in a common browser format, ready for purchase. No matter what your requirements, it is our goal to provide you with a scalable solution that you will never outgrow.

For more information about the Webfoot® B2B e-Business Platform, call (866) 661-6688, e-mail us at sales@keyora.com or visit the website at: www.keyora.com

Software and Services

- Keyora Webfoot® B2B e-Business Platform
- Microsoft Dynamics®
 - Microsoft Dynamics® GP

Partners

- Keyora
- Microsoft