

CUSTOMER SUCCESS STORY



Company:

Altralux LLC. Is an innovative high-technology electronic and optical device company with an emphasis on Consumer Digital Night Vision (DNV) and supporting accessories.

Location:

Delaware

Industry:

High Technology: Electronic

Founded:

2005

Challenge:

Launching their high technology products in the USA in 2005, Altralux need a fully integrated ERP and e-commerce solution that would also support their growing number of Marketing Agents which required access from anywhere at anytime.

Solution:

Altralux selected openBLUE, which is a Software-as-a-Service (SaaS) offering based on Compiere ERP / CRM because of it's fully integrated capabilities and anywhere, anytime access to their employees and marketing agents.

Result:

Orders are captured and fulfilled in the same day because of the end-to-end integration of the e-commerce, ERP and Fulfillment Center. Marketing Agents can log-on and have visibility to real time order and tracking status.

Challenge

As a new and emerging Company in the USA, Altralux needed a fully Integrated ERP and CRM solution that generates seamless 360-degree view of company, customers and vendors. After investigating many different solutions, Altralux did not have time for a nine to twelve month implementation. They needed a fast-cycle solution that was easily adaptable to their business needs. Altralux does not employ a direct sales force, but instead, markets and sells their products through a network of independent Marketing Agents. Although this provided Altralux a quicker time-to-market, it also created a challenge for Altralux to provide the Marketing Agents online, real-time access to the Altralux Order Entry, Pricing, Inventory and Customer Service systems. Because the Marketing Agents were in the field and traveling, it was critical that they could see up to the minute information on orders status and tracking information so they could service their Customers.

Solution

Altralux did market research to identify potential solutions that would meet their requirements, including NetSuite, Inc. Because they needed a solution that could be customized and adapt to their business needs, NetSuite was eliminated as a potential candidate. Further research identified Compiere ERP / CRM as very good solution offering except that Altralux did not want to invest in the technology infrastructure and resources. They soon discovered KnowledgeBlue, a certified Compiere Partner based in Salt Lake City, UT that delivers

Compiere via a Software-as-a-Service model from their world-class ASP Data Center. KnowledgeBlue also provides a entire suite of value-added services such as Call Center, Fulfillment and Business Process Outsourcing, all of which are fully integrated with the Compiere ERP / CRM Solution.

Result

Altralux leveraged KnowledgeBlue's ASP Center allowing them to fast-cycle the entire Compiere ERP / CRM implementation in less than twelve weeks. The Software-as-a-Service also provided anywhere, anytime access that was required by the Altralux Marketing Agents. Due to the proven results gained by Altralux, they are now planning to fully implement openBLUE / Compiere in their European Corporation called Noctron.

