

CUSTOMER SUCCESS STORY

CMLFNE of Hudson Inc.

Company:

CMLFNE of Hudson Inc or e-BuckMail.com is a cellular and digital imaging technology company specializing in the hunting and game sector.

Location:

Wisconsin

Industry:

Information / Technology

Founded:

2004

Challenge

While the founders had much experience in their respective fields and hobbies, launching and running an imaging technology company would require a fully integrated, scalable and economic solution.

Solution

CMLFNE of Hudson Inc decided to use openBLUE, a fully integrated business solution based on the open source software Compiere, because of the flexibility and scalability it would provide their business.

Result

The Compiere/ openBLUE solution is now structured to receive online and other orders, track specific product information and ship orders. The solution is fully integrated with two other

components which it communicates with and receives information from.

Challenge

The idea of combining the cellular and digital imaging technology with the hunting industry was fairly new. CMLFNE of Hudson Inc would sell a buck camera that could be mounted to a tree and visible from the web. This concept would also require various components to make it profitable and marketable. CMLFNE of Hudson Inc needed an ERP / CRM solution that would be flexible to customization for their specific business requirements. CMLFNE of Hudson Inc also needed a web e-commerce solution to allow users to register and authenticate to the solution from online to view their buck cams. In addition the solution selected would need to be able to handle multiple web sites and be scalable to allow for growth in the new market opportunity.

Solution

After assessing various solutions and possible fits to their complex needs CMLFNE of Hudson Inc selected Compiere/ openBLUE as their business solution. CMLFNE of Hudson Inc decided it could be customized and adapted to their business needs. The solution was also fully integrated and could provide their e-commerce needs. CMLFNE of Hudson Inc engaged KnowledgeBlue and leveraged their knowledge and expertise of Compiere.

KnowledgeBlue delivers Compiere / openBLUE in a Software-as-a-Service solution that allows businesses all the integrated business functionality without the high costs.

Result

CMLFNE of Hudson Inc leveraged KnowledgeBlue's Software-as-a-Service model and value for money proposition. KnowledgeBlue integrated their Compiere/ openBLUE solution with two other components and as a result all three are now fully functioning and are properly communicating. Because KnowledgeBlue also provides other value added services including Call Center, CMLFNE of Hudson Inc also established a partnership in which KnowledgeBlue provides additional Call Center support.

