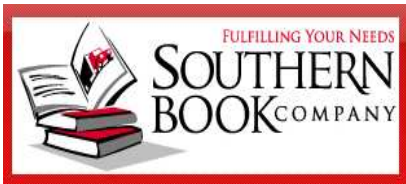


CUSTOMER SUCCESS STORY



Company:

Southern Book Company is a family-owned Georgia corporation specializing in distribution of educational publishing material and other services.

Location:

Georgia

Industry:

Distribution of Miscellaneous Non-durable Goods

Founded:

1996

Challenge

Southern Book Company was looking to implement a new infrastructure to support the existing and future business demands. Southern Book Company was looking for a fully integrated solution that provided the capability for integrated accounting, order entry, customer service, warehouse/ distribution and ecommerce features.

Solution

After assessing various solutions and possible fits to their needs Southern Book Company selected openBLUE as their business solution, a fully integrated business solution because of the flexibility and scalability it would provide their business. The solution was

also fully integrated and could provide their warehouse/ distribution needs. Southern Book Company engaged KnowledgeBlue and leveraged their knowledge and expertise of openBLUE.

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

Result

Southern Book Company now leverages the fully integrated openBLUE functionality to track inventory, generate orders and shipped through the solution. Because KnowledgeBlue owns and operates its own fulfillment center their knowledge in regards to the openBLUE warehousing/ distribution capabilities was leveraged as well.

Challenge

Southern Book Company needed an ERP / CRM solution that integrated with FedEx, DHL and UPS. Southern Book Company also required the solution to allow for weight scale management and integration with a 3rd party shipping software. Southern Book Company's main business is distribution and their order to shipment process with their existing solution required many steps not to mention the transactional data was in multiple solutions.

Southern Book Company was looking for a fully integrated system to allow them to streamline their order to shipment process as well as allow them the ability to reference the system for shipment information from a customer service standpoint.

Solution

Southern Book Company decided to implement and use the shipping integrations with openBLUE because of the simplicity it would provide their business.

Result

Southern Book Company can leverage the openBLUE shipping integration functionality to generate orders and ship them from the system. Because of the flexibility of the solution KnowledgeBlue developed custom processes and integrated their openBLUE solution with the UPS WorldShip software component. As a result the system is fully integrated and shipment information can be passed back and forth from openBLUE to UPS WorldShip vice versa.

Because KnowledgeBlue also provides a structured KnowledgeBlue Partner Network Southern Book Company established a partnership with KnowledgeBlue in which Southern Book Company and KnowledgeBlue engage in the implementing of openBLUE for other clients.

