

"We were looking for the best distribution management system that would allow us to better interface with the wholesalers and provide us with a better in-stock environment," reports Jeffrey. "After researching what was available we felt it was the best financial solution to meet our business needs," he states.

The Supply Room is currently an ECI DDMS Premier Support customer and Jeffrey says their experiences has been very good when it comes to resolving technical problems, upgrade conversions, and adding additional services to The Supply Room's mix.

"We consider our business relationship with our software provider as well as our primary wholesaler a key component to our future success as an independent dealer," he says. "Without it none of us will survive very long in today's competitive market."

The DDMS system has been particularly helpful in transitioning The Supply Room into the e-commerce world.

"As with all independent dealers the biggest change has been the growth of e-commerce within the industry and the soft-

ware support services needed to support the functions in today's electronic world," he states. "To stay competitive in the evolution of e-commerce you need to be a leader in electronic marketing and ordering to achieve success."

Fortune Web Marketing

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Liberty Office Products in Houston has enough internal IT knowledge to get a decent web site up and running. What they don't have is time for learning about things like SEO (Search Engine Optimization) and all the other critical Web marketing activities that help drive customers to their site.

The solution: Bringing in Fortune Web Marketing to do the heavy lifting and take the pressure off IT manager Paul Weaver.

"We knew we needed to do some SEO, Internet marketing, that sort of thing, but there wasn't time with my limited resources to get where we wanted to go as fast as we wanted to get there," explains Paul.

So far things are working out nicely. Fortune Web has been instrumental in educating

Liberty about adding key words and meta tags to Web pages to optimize their search status, along with design tips for specific landing pages and cross link referencing to other Web sites.

The pressure is now off for Paul, who still makes the occasional modifications to the Web site using instructions from Fortune Web.

As an added benefit, online sales are on the rise.

"We have seen an increase in our Web site traffic and an increase in sales on the Web site," he reports happily. "I know some of this is because of the work Fortune Web Marketing is doing for us."

Liberty also uses Fortune Web Marketing for social media marketing, focusing primarily on Facebook and Twitter, although Paul admits Liberty isn't doing much to promote those social media outlets just yet. Liberty has also done a pay-per-click campaign with Fortune Web to get their feet wet and plans to do more in the future.

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