PROJECT: **Bush Hog**

Problem:

1800 dealers and 38 national sales teams had to place orders through an online ordering system. Once orders were placed, an inside team faxed or emailed the orders to their printer for fulfillment. The system in place was slow, labor-intensive, and created an environment that lead to incorrect shipments and misrepresented inventory levels. Print product inventories would run out since reorder levels were manually set by the system. Getting marketing materials to the market was slow, and there was no real tracking system once products were ordered.

Solution:

BPI Media Group's storefront solution allowed dealers and sales teams to order directly from the storefront, which was seamlessly connected to the website. After orders were placed, the marketing department could approve or modify orders online with a single click. Once approved, orders were automatically sent to BPI Media Group for fulfillment. Print-on-demand products were run on the digital press, and POP items were printed on wide format machines. The system generated emails for the person placing the order to acknowledge order placement. This process removed 3 days from their previous ordering system. Orders could be tracked in production at an administrative level, and once the item had shipped, an email with UPS tracking information would be sent to the person who placed the order. Full reporting of all activity in the storefront was made available to the marketing team in order for ROI on marketing materials.

The storefront solution saved Bush Hog a great deal of time internally, and products got in the field faster.

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