

insight-promotions.com

Hilltops IT Case Study

Insight: website integration to QuoteWerks

“Insight Promotions selected Hilltops IT because of their ability to quickly and accurately understand our requirements. The solution Hilltops IT delivered not only met our needs but it did so on time and within budget” – Simon Kelly, Managing Director, Insight Promotions



Project Brief

Situation

Insight Promotions / Insight Corporate Wear is an existing user of QuoteWerks looking to implement an automated system which integrates with QuoteWerks to their online ecommerce website solution to further improve the efficiency of their business operations and sales effort.

Customer Profile

Insight Promotions provides promotional gift merchandising solutions to their customers. Their 10 year sourcing experience means that they can always source the required product at a competitive price to promote their customers' brands.

Insight Corporate Wear provides their clients in the security, pharmaceutical and technology industries with staff uniforms. With their unrivalled back office systems and focus on customer satisfaction, since 2007 Insight Corporate Wear has established themselves as a major player in this market.

Business Challenge

With no automated process for taking orders from their ecommerce website solution and processing them into QuoteWerks, Insight Corporate Wear were faced with a time-consuming manual operation. With the inevitable potential for user error, the cost of correcting mistakes (both in terms of time and their reputation of delivering accurately first time) then Insight realised that an automated solution was required to fulfil the needs of the business.

Objectives

In order to improve the speed and efficiency of their sales ordering process, Insight Promotions identified the need to develop and implement an automated utility to transfer website order information into their QuoteWerks back office system. This business requirement was for the utility to download orders directly from Insight's ecommerce website straight into QuoteWerks. It should be very easy for users to use with limited manually input required.



The Solution

Finding the Right Solutions Partner

Insight Corporate Wear chose Hilltops IT to develop and implement the automated utility firstly because of their instant understanding of Insight's needs; secondly because of their capability to quickly turn that understanding into an accurate specification of the bespoke development requirements and finally, because of Hilltops IT's proven track record with the ConnectIT suite of products and successful development of utilities that seamlessly work with QuoteWerks.

Solution

A bespoke integration utility was designed, developed and implemented by Hilltops IT to take orders from Insight Corporate Wear's ecommerce website and automatically place the order details into the QuoteWerks document database. Users simply need to select which orders to download and then process them as normal in QuoteWerks – but without the need to manually retype the online details onto the QuoteWerks document.

Results and Benefits

The integration utility enables Insight to download Orders from their website straight into QuoteWerks. This means that they now have a much faster and more efficient way of processing orders received from customers on their website through to placing these orders with their suppliers. The traditional manual method of order transfer has been replaced by an automated system which eliminates user error and ensures speed and accuracy.

The utility also:

- Reduces the time and therefore the cost of processing online orders
- Allows the sales team to focus more time on revenue generation than on order processing
- Increases overall office productivity and therefore competitive advantage



Summary

Insight Promotions and Corporate Wear

"We are delighted with our new utility we can now transfer customer and order information within seconds making our order processing much more efficient" – Beverley Waugh, Account Director, Insight Corporate Wear.

"Insight Promotions selected Hilltops IT because of their ability to quickly and accurately understand our requirements. The solution Hilltops IT delivered not only met our needs but it did so on time and within budget" – Simon Kelly, Managing Director, Insight Promotions.

Hilltops IT

"Insight embraced the ideas that we put forward to deliver the solution and recognised how the (relatively small) investment would quickly pay returns with the efficiencies introduced to their business." Stephen Siggs, Managing Director, Hilltops IT.

Project and Service Delivery Timescales

QuoteWerks Consultancy:	August 2009
ConnectIT-Sage Consultancy and Training:	October 2006
Bespoke Development:	October 2008
QuoteWerks and ConnectIT-Sage Support:	October 2006 to date

Software

QuoteWerks:	http://www.hilltopsit.co.uk/quotewerks/
ConnectIT-Sage:	http://www.hilltopsit.co.uk/connectit/connectit_sage.aspx
ConnectIT-WebCart:	http://www.hilltopsit.co.uk/connectit/connectit_webcart.aspx



More Information

Insight Promotions: <http://www.insight-promotions.co.uk>
Insight Corporate Wear: <http://www.insightcorporatewear.com/>
Hilltops IT: <http://www.hilltopsit.co.uk>

Software Solutions

QuoteWerks: <http://www.hilltopsit.co.uk/quotewerks/>
ConnectIT-Sage: http://www.hilltopsit.co.uk/connectit/connectit_sage.aspx
ConnectIT-WebCart: http://www.hilltopsit.co.uk/connectit/connectit_webcart.aspx

Service Provision

QuoteWerks Consultancy: http://www.hilltopsit.co.uk/quotewerks/quotewerks_consultancy.aspx
QuoteWerks Training: http://www.hilltopsit.co.uk/quotewerks/quotewerks_training.aspx
QuoteWerks Reports Authoring: http://www.hilltopsit.co.uk/quotewerks/quotewerks_reporting.aspx
QuoteWerks Support: http://www.hilltopsit.co.uk/quotewerks/quotewerks_support.aspx
Bespoke Development: http://www.hilltopsit.co.uk/software_development/

Hilltops IT

Hilltops IT was established in 2005 to provide software services and solutions to small and medium sized businesses. Hilltops IT specialises in delivering end-to-end contact management, quoting, ordering and invoicing systems and business intelligence solutions with "off the shelf" products backed up with expert consultancy, training and support services. Hilltops IT also has a proven track record in developing bespoke software solutions, software products, add-on utilities where "off the shelf" products do not completely fulfil a client's requirements and business intelligence solutions.

Our key "out the box" product offerings are QuoteWerks, ACT! by Sage, Microsoft CRM, ConnectIT, Sage 50 Accounts, Sage 200 CRM and Sage 200 Financials and Commercials. We also have an extensive range of product development, custom bespoke development and website projects in our portfolio.

Working with Hilltops IT, you will receive a warm, down-to-earth and professional service which will exceed your expectations.

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