



A real-time online ordering system for experienced tyre distributors Stapleton's

Stapletons
Tyre Services

At Stapleton's we wanted to improve on existing service while limiting the amount of call centre staff needed to handle the increasing volume of orders. The real-time, integrated online ordering system from Advanced has produced a 10% growth in business.

Background

At Stapleton's we are proud to be one of the UK's largest distributors of passenger car, 4x4 and van tyres. Founded in 1937 by Sydney Stapleton we have more than 75 years of experience. Initially operating from two locations, we started by trading tyres and other products to garages before ultimately deciding to expand in the late 1950s by becoming specialist tyre retailers.

In the 1970s the business identified an opportunity to wholesale tyres locally and from this original initiative we went on to offer a complete range of products via a national delivery service. We have nine warehouses strategically located around the UK, housing as many as 450,000 tyres at any one time, that can be delivered either the same day or next day anywhere in the country.

Initially operating as a family company until the early 1990s we were bought by the Japanese Itochu Corporation. Since then we have continued to go from strength to strength and are now market leaders, distributing passenger

car tyres to the specialist tyre retail trade, the car dealership sector and the consumer retail market via six national distribution centres and over 40 retail outlets under the STS Tyre Pros and STS Tyre & Exhaust brands.

The need for improvement

Our struggle was that we needed to publish information from our business system - Tyreman (which is based on Unix and written in ProIV) - over the Web to provide online ordering for customers. This online ordering had to be in real-time to improve on existing service offerings and limit the amount of call centre staff needed to handle the increasing volume of orders.

Our legacy business system was a proven and fully integrated solution covering Sales Orders, Warehouse Management, Accounting, Stock Control and Business Intelligence so we did not want to get rid of this, while still allowing us to reliably access the data via another source - The Active Server Pages (ASP) on the website.

Client >

Stapletons

Sector >

Manufacturing

Project >

Application Integration

"Advanced has allowed us to integrate our online ordering system with our existing applications. This has been instrumental in helping to secure new contract wins with Ford, BMW and many others, and as a result our business has grown by 10%."

Steve Parker >
IT Director >
Stapletons

A real-time online ordering system for Stapletons

Steve Parker, our IT Director describes the thought process: "We knew that implementing software that would 'glue' our bespoke legacy system together with a modern Web application would be a lot cheaper than tossing out our legacy data and implementing new systems. We believe redevelopment inevitably costs more than is budgeted for, produces training issues, takes time to 'bed in', and invariably doesn't meet expectations, or requires further modifications at further cost."

What Advanced did for us

Tyreman, our software house recommended Advanced and their Advanced AppIntegrate product as a proven product at a very reasonable cost. Connecting the website directly to their applications enabled us to take nearly £2 million worth of orders every month, with nearly 20% of our trade business coming from online ordering.

Customers have adopted the solution as an essential business tool providing further dependence on us which can only be good for business. The website is also used as an efficient and accurate way to share product and service offer information with customers. By simply publishing electronic documents the need for lengthy telephone conversations explaining such information dissipates.

Major Benefits

Steve adds: "Stapletons' business is growing at the rate of about 1% each month, and the amount of business now being transacted online is the equivalent of 60,000 phone calls per month, which in turn equates to over 12 people's work. Implementing Advanced AppIntegrate has meant that our call centre, with all the inherent costs, has not had to grow at the same rate as our business, and indeed there is more time available for proactive selling."

Using Advanced AppIntegrate has enhanced our website and Intranet with minimal training, providing further flexibility and reduced costs.

In closing, Steve explains: "We could not be happier with this solution - it has provided us with everything we were looking for, and enhanced our customer service in a way that differentiates us from our competitors."

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Steve Parker >
IT Director >
Stapletons

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