

LASER PROS INTERNATIONAL

Solution Overview

Industry

Retail /Distribution

Scenario

LPI was anticipating huge growth as they looked for a fully integrated business management solution to market their products over the web. The system needed to handle their growth, as well as provide the system integration and support needed to execute most effectively.

Company Profile

LPI is a leading global supplier of laser printer parts and services, servicing Hewlett Packard, Canon, IBM and Macintosh.

Benefits

Microsoft Great Plains eCommerce has allowed LPI to expand their markets globally with increased web traffic and enhanced marketing intelligence resources. The seamless integration with eEnterprise requires only one database and LPI will continue handling growth without growth overhead.

Software Used

Microsoft Great Plains eEnterprise
 Financial Series
 Distribution Series
 E-commerce Series
 Purchasing Series
 Customization/Integration Tools
 FRx Financial Reporting

Microsoft SQL Server
 Microsoft Windows NT 4.0
 Microsoft Site Server Commerce

The laser printer parts and service industry cannot be defined simply as sales and service. Product availability and exceptional customer service are vital to obtaining a global market share. For Laser Pros International Corporation (LPI), their business can only be supported effectively through a very powerful e-commerce model.

LPI is a leading global supplier of laser printer parts and services. Located in Rhinelander, Wis., the company sells and services parts for Hewlett Packard, Canon, IBM and Macintosh. The company also refurbishes and re-manufactures laser printer parts and fuser cores. Founded on the principle of providing the highest quality products and services at the best prices, the company's Mission Statement is 'providing the service the service industry relies on.'

The business revolves around quality parts and service, to include ancillary business services such as online purchasing, information access and tracking product.

"Our goal is to provide a desktop partnership with our customers, which allows them to purchase and track their day-to-day activities through intuitive Web design, and real-time information access," says Samuel Soper, LPI Information Systems Manager.

Business Issues

Modeling traditional successful companies, LPI quickly grew from a garage operation to one of INC. magazine's 500 fastest growing companies. Continuous growth left corporate officers with an ongoing challenge to provide a means to support this growth internally.

Laser Pro's domestic and international markets are vast, encompassing large corporate entities to single-consumer purchases. Each market requires a degree of mass personalization. To accommodate LPI's diverse customer base, they use a complex business and e-commerce model, which permits the company to simply and selectively campaign various target markets while continuing to provide personalized service to global communities.

"LPI competes at a very personal level. Our customers would say we've grasped the opportunity to proactively provide a higher level of service, permitted by the advanced capabilities of our Internet business model," says Bryan Dahlin, LPI's General Manager.

Solution

"The Microsoft Great Plains' eCommerce solution had all of the building blocks to make this project successful," says Soper. "There were front end and third-party solutions that had to be considered in order to provide a complete e-commerce model." All products integrate directly into Microsoft SQL 7.0. Microsoft Great Plains' integration occurs directly at the database level, thereby permitting LPI to manage and manipulate how their data is stored, organized and integrated.

"When we selected eCommerce, it was one of a few on the market that was both a high-end solution, and a Microsoft SQL solution. We knew this platform would allow us the flexibility and customization required to meet our stringent Industry requirements, and we knew the IT Industry would support its scalability far into the future."

Samuel Soper
Information Systems Manager

The laser parts and service industry is a complex one, and LPI works closely with their Partner Wipfli, Ullrich & Bertelson to tackle challenging issues that arise. LPI believes it's very important to have a close relationship with Wipfli, Ullrich & Bertelson in order to solve any problems that occur. Wipfli works closely with Microsoft Great Plains support to address any eEnterprise issues, and then implements the solution.

Benefits

- **Global Market Expansion**—getting input and requests without having to go out and selectively market; it's building on its own. LPI receives significant web traffic purchasing online, and referencing product information and troubleshooting solutions.
- **Marketing Intelligence Gathering**—a community oriented web site, with industry based resources gathers information, which further builds customer oriented services and generates continued Sales & Marketing activities.
- **Seamless Integration with Business Systems**—single database shared for all CRM, eCommerce, shipping, returns, phone system and back office processes and functionality.
- **Handling Growth Without Growth in Overhead (Personnel, Processing Times)**—streamlined business processes and greater efficiencies in (automated) sales, ordering, processing and shipping.

For more information about Microsoft Great Plains Business Solutions, visit www.greatplains.com

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