

TELEBYTE, INC.

Solution Overview

Industry

Manufacturing

Microsoft Business Solutions Partner

DMS Technology Solutions, LLC
Cedar Knolls, NJ, USA

Scenario

Telebyte subsidiary NextDay.com needed to guarantee next-day delivery of items as vital to business as network hubs.

Company Profile

Telebyte manufactures and sells data communication connectivity solutions. Subsidiary, NextDay.com, is an e-commerce Web site specializing in next-day delivery of computer hardware and healthcare products to businesses.

Benefits

Microsoft Business Solutions helped Telebyte and NextDay.com create one of the fastest ordering and fulfillment systems in the world.

Software Used

Microsoft Business Solutions—Great Plains
E-commerce
Manufacturing
Field Service
Financials
Inventory and Order Processing
Customization Tools

Demographic Information

Number of Employees: 50
Number of Sites: 1
Number of Users: 30

Migrated from Pandesic (co-owned by Intel and SAP)

The data communication connectivity products Telebyte manufactures are vital to the daily business functions of the customers who order them. Telebyte subsidiary, NextDay.com, relies on Microsoft® Business Solutions—Great Plains® to ensure that those products arrive the next day.

Telebyte develops, manufactures and sells more than 100 different products that provide solutions to data communications connectivity problems and broadband test equipment. Their loyal customers can be found around the world. Telebyte uses Microsoft Business Solutions—Great Plains throughout the organization—but its subsidiary, NextDay.com, realizes the greatest benefits.

NextDay.com, a business-to-business e-commerce Web site, specializes in health products and computer/networking hardware including the network hubs, ethernet cards and routers manufactured by Telebyte. NextDay.com's mission is to quickly and affordably get products to customers.

Telebyte needed a solution that was easy to implement and fully transactional to ensure orders entered at NextDay.com make it through the entire order and delivery process. In the company's totally automated system there wasn't room for credit card charges without product shipment, or product shipments without corresponding orders. With Microsoft Business Solutions, Telebyte found a solution that addresses all its needs.

Why Microsoft Business Solutions and Not SAP?

Originally, Telebyte worked with Pandesic—an e-commerce product that was a joint venture of Intel and SAP. When Pandesic went out of business, it was determined that Microsoft Business Solutions could meet the company's needs better than SAP. The Manufacturing series and the speed of implementation were two of the reasons Telebyte chose Microsoft Business Solutions.

The E-commerce series also offered the company incentive to move to Microsoft Business Solutions. E-commerce allows direct system maintenance without disabling the Web site—allowing it to be independent of back office. Additional customizations allow orders to flow through the system without human interaction. This includes credit card processing, warehouse/inventory picking, packing and shipping, and transferring filled orders to invoices.

Fast and Efficient with 10 or 10,000 Orders

NextDay.com now has one of the fastest ordering and fulfillment systems in the world. The company can run 10 or 10,000 orders per hour with the same number of staff. In addition, customers can order until midnight Central Time, Monday-Friday, and receive their products the next day.

“We wanted a robust e-commerce system that was integrated with a complete back-end system. The goal was to use this robust system to automate as many functions and processes as possible. Our goal has been achieved.”

Michael Breneisen
Chief Executive Officer
Telebyte, Inc.

E-commerce also allows great flexibility within the system. When a customer orders online, the information is converted to an XML format and transferred to the financial solution. Along the way data can be extracted, changed or added automatically. Improvements and enhancements to the system also are easier and less costly.

Better for Customers, Better for Employees

As customers place their online orders, current inventory levels and customer level pricing information is accessed—letting the customer know immediately if the item they need is in stock. In addition, they can view their order history and track current orders.

Because the order system has been completely automated, Telebyte employees no longer have to constantly monitor the order and delivery process. In addition, employees can more easily make changes on the Web site without going through the IT department. This allows the IT department to focus more on substantive system enhancements and less on maintenance and updating.

Return on Investment

Thanks to Microsoft Business Solutions, Telebyte is able to:

- Provide customers with a full range of business-to-business products and the ability to find out which stock items are available
- Guarantee next-day delivery Monday-Friday
- Provide customers with online order tracking and history
- Offer free shipping to customers
- Reduce the need for temporary employees during the busy seasons because of the order and fulfillment process automation

“All of this is possible because Microsoft Business Solutions has provided us with the latest software which enables us to provide customers with responsiveness, reliability and security in online ordering. We are proud to have Microsoft Business Solutions as our key strategic partner in implementing our business-to-business electronic commerce solution,” says Michael Breneisen, Telebyte Chief Executive Officer.

For more information about Microsoft Business Solutions, visit www.microsoft.com/BusinessSolutions

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