A real-time online ordering system for long-standing tyre business Stapletons

Stapletons wanted to improve on existing service offerings, while limiting the amount of call centre staff needed to handle the increasing volume of orders. The resulting real-time, integrated online ordering system has produced a 10% growth in business.

The Customer

Founded in 1937 by Sydney Stapleton, and initially operated from two locations, Stapletons 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 they went on to offer a complete range of products via a national delivery service. There are 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.

Stapletons operated as a family company until the early 1990s, before being bought by the giant Japanese Itochu Corporation. Since then the company has continued to go from strength to strength, and Stapletons is now the market leader, 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 Challenge

Stapletons identified a need to publish information from their 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.

Stapletons didn't want to replace their legacy business system since it was a proven and fully integrated solution covering Sales Orders, Warehouse Management, Accounting, Stock Control and Business Intelligence.

They needed a solution that changed none of this, while still allowing Stapletons 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

CASE STUDY

A real-time online ordering system for Stapletons

Steve Parker, IT Director at Stapletons describes their 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."*

The Solution

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

Customers have adopted the solution as an essential business tool, providing further dependence on Stapletons, which can only be good business for the tyre supplier.

The website is also used as an efficient and accurate way to share product and service offer information with customers - simply by publishing electronic documents and removing the need for lengthy telephone conversations explaining or detailing such information.

Major Benefits

Steve Parker 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."

Stapletons has discovered that by using Advanced AppIntegrate they can enhance their website and Intranet themselves with minimal training, providing further flexibility and reduced costs.

Parker concludes: *"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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