



Image Star Turns to GSI for Web Ordering System/JD Edwards Integration



The Company

Image Star, Inc. has been a leading wholesaler of imaging products (OEM and compatible printer, fax, copier, and data media supplies) for more than 15 years in a highly competitive and commoditized environment.

Business Case

The company needed to reduce its costs of providing price and availability information to its customers and wanted to offer an online ordering process that honored the same personalized service considerations its customers receive when working with Image Star's highly supportive customer service representatives (CSRs). This Web ordering system also needed to integrate seamlessly with the company's JD Edwards ERP applications.

"Our new Web-based ordering system provides a terrific customer experience. Thanks to excellent advice and execution from GSI, Inc. (formerly Andrews Consulting Group), our customers have robust ordering, tracking and query functionality."

*Eric Taylor
IT Director,
Image Star*

COMPANY SNAPSHOT

Company: Image Star

Location: Middletown, CT, USA

Industry: Wholesale distribution of equipment, supplies, services, and solutions for the print, copy, and fax industry.

GSI Solution: A secure web-ordering system using JD Edwards

Solution

GSI, Inc. designed a secure Web-ordering system with the following functionality:

- Product search capability to help customers quickly and easily find the desired items
- Pricing queries that reflect the customer's unique discounting structure in the JD Edwards system
- Real-time product availability queries
- Delivery tracking (for FedEx, DHL, UPS and other carriers)
- Email-driven customer interaction
- Sophisticated, customer-focused, drop-ship program
- Customer access to their private financial (A/R) information
- High level of integration with JD Edwards back-office modules

Benefits

Reduced costs per order:

- Dramatically improved CSR productivity Foundation for nationwide growth and scalability Outbound sales calls doubled in one month (because CSRs spent less time servicing existing customers)
- Wide customer acceptance and induced loyalty
- Very low cost to maintain the online system (requires no involvement by Image Star personnel)
- Better margins with value-priced recommendations and substitutions



For more information:

Contact us today to learn more. You can also email us or call (855) 474-4377.

GSI, Inc.

GSI is a forward-thinking organization that aligns and optimizes your digital footprint with your business goals. We combine our deep business and industry experience with our expert knowledge of enterprise applications, automation, cloud and cybersecurity to deliver secure and flexible systems that allow your business to thrive and not just survive.“



GSI's comprehensive suite of solutions includes: AppCare, a 24/7 managed service that includes EaaS with flexible “on-demand” services and dynamic pricing; GENIUS AI, an Application Intelligence Platform (AIP) for creating application health and user experience monitors; GENISYS, a solution for optimizing system performance; RapidReconciler®, its inventory reconciliation software; GENOME, which automatically Detects, aNalyzes and Automates the process of converting customizations into Orchestrations; and GatewayNow, low-cost, accelerated time-to-value ITSM solution using the industry-leading ServiceNow platform in a fully managed environment.

GSI consulting and managed services are backed by its signature 100 percent guarantee. Founded in 2004, the rapidly growing company is headquartered in Atlanta with worldwide resources. With over 100 employees, GSI consultants average over 15 years of real-world experience and are certified experts in business, industry, and enterprise applications. GSI provides comprehensive 24/7 global support.

Why GSI?

“Now, we are always open for business and we can handle huge transaction volumes, which is very important in a commoditized industry. Everything flows to our JD Edwards back-office system.”

*Eric Taylor
IT Director,
Image Star*