

**Feridax (1957) Limited**

Halesowen
West Midlands
United Kingdom

www.feridax.com

Industry:

- Motorcycle equipment and accessories reseller

Aspin products and services:

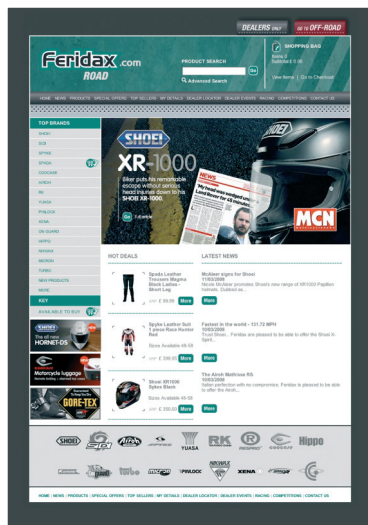
- InterSell

InterSell modules:

- Sales order processing
- Website content management
- Inventory management

Hardware:

- Dedicated Blue Sky server



■ Feridax.com homepage

Feridax establish a successful online presence with InterSell

Feridax (1957) Ltd are the leading name in motorcycle parts and accessories and supply over 1000 dealerships across the UK.

Feridax required an easy to use system for its network of dealers to place orders securely online, check account balances and view the latest stock. Feridax also wanted to offer dealers the ability to process orders through feridax.com, helping them to increase sales but also to improve customer services and communication within the entire dealership network.

Another key requirement was linking the website ordering system with Feridax's back office accounting and stock control systems. Dealers would therefore be able to order at negotiated prices and take advantage of special offers as they became available.

We spoke with Feridax to find out what they thought of InterSell

Q: What were the deciding factors that made Feridax proceed with InterSell?

"The overriding factor for Feridax was to be able to have flexibility and control over the website from a marketing perspective, Aspin offered that. What initially drew Feridax to Aspin and InterSell was a very well presented and detailed proposal based on the conversations and specification originally put forward by us."

Q: How have you found the system to use?

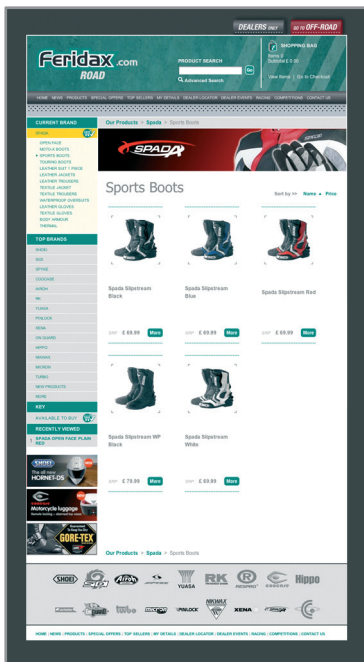
"We find InterSell very easy to use and with the training provided and the ongoing support from Aspin, it makes the day-to-day management of our site very simple."

Q: Have you had good feedback from your trade customers about the site?

"The feedback from our clients and users on the whole has been very positive; there have been a few who find change harder to move forward with, however, adoption from our dealer network is continually rising.

We have experienced a large influx of clients placing their orders via our site (roughly 60%) - so much so that we have been receiving orders as late as 11pm. Typically these customers are retail outlets who are extremely busy throughout the day and the evening is often their only opportunity to restock and place an order. With feridax.com they can place orders, check our stock levels, pay online and check their statements online at their leisure. We now have a facility where our clients can check copy invoices too. We offer this service to all our clients which enables our staff to service customers in different areas.

The sales reps are finding that they have much more time to help their customers in arranging point of sales, making sure that the goods are properly merchandised in store and promoting our full portfolio, which we feel is what account management is really all about."



■ Website product listing page for Spada

Q: Has it been a success?

“Feridax is pleased with what has been achieved, however, we believe that there is even greater potential to be explored as we expand and develop the site further in partnership with Aspin.”

Q: How have you found working with Aspin as an eCommerce/CRM software provider?

“Aspin worked very well with our third party support team and kept Feridax informed at all times throughout the development and implementation of the site. Overall it certainly has been a success, and we are continually developing the site to offer new features for our dealers and consumers. We are focusing on providing a comprehensive source of reference on our entire range of products and online resources for that will encourage visitors to keep coming back.”

Aspin Overview

Aspin designs, develops and implements a wide range of web enabled applications. These include sales order processing software, website content management software, eCommerce systems, web integration services with business applications and many other web based products.

We strive to develop services that are designed to best suit the ever-changing requirements of our customers. Particularly when a high return of investment is required on ever-tightening budgets for project development.

If you would like more information about our trade & retail eCommerce software, please call us on:

Tel: +44 [0]1794 500 200 or visit www.aspin.co.uk



■ Feridax are the sole UK Distributor of SHOEI helmets

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