



CASE STUDY

Madison: Outdoor Equipment Specialists



Madison are the European market leading distributor of cycles, parts and accessories supplying a range in excess of 30,000 products to a customer base which includes well known high street chains.

Established in 1977, Madison distributes many of the World's leading cycle brands including Shimano and operates from offices in Stanmore, North London supported by a distribution centre in Milton Keynes.

The Challenge

Madison has embraced the advances in technology to develop the business and has never shied away from making the significant investments in technology and infrastructure necessary to maintain its market leading position. In 2008 Madison set about an ambitious project to upgrade and scale up its eCommerce facilities with the ultimate intention of delivering the very best online experience in the entire industry.

“Our award winning B2B supply chain eCommerce facility is used daily by the majority of our customers and currently transacts 70% of our trade business.”

Dominic Langan
CEO, Madison

Quick Facts

01

Supplying over 30,000 products & distributing across Europe

02

Purchasing environment tailored to individual needs

03

Best fit with already existing systems and processes

04

Customer experience put first with multiple self-service functions

The Solution

The company chose Netalogue to manage the project, implement the TrueCommerce B2B eCommerce Platform and integrate it with the business. Madison's analysis confirmed TrueCommerce had the best possible fit with their systems and processes, coupled with the analytical and project management skills to deliver what has now become their award winning industry solution.

The solution delivered by TrueCommerce allows retailers to login and experience a purchasing environment tailored to their individual needs. Contract catalogues, order pads, personalised prices and eprocurement are just some of the functions incorporated to put the customer experience first.

Key to the solution approach has been the shared understanding that B2B eCommerce is not just about delivering great catalogue and cart handling technologies. A large proportion of the Madison solution success can be credited to eCommerce functionality which extends past the obvious, streamlining processes in core areas of the business which go way 'beyond the basket'.

- TrueCommerce eCommerce Platform solution
- International language and currency handling
- Tailored CMS
- Price management
- ERP integration
- Automatic content updates
- Tailored business fit
- Telesales support
- Customer intelligence analysis
- Integrated Apple iPhone and iPad B2B eCommerce apps
- High performance dedicated hosting

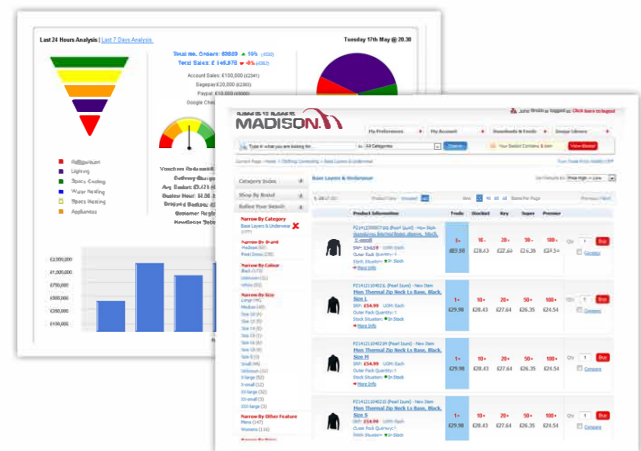
Benefits

- Renowned sector leading solution
- Fully integrated product, stock control, invoice, order status and client data
- High capacity-high order volumes and large number of products
- Multi vertical support to control which products each client can purchase
- Dealer support library providing dealers with access to print quality product and brand imagery with single product or bulk downloads to save marketing department time
- Online credit control facilities to enable clients to pay invoices by credit card
- Comprehensive promotions including complex kit and bundle support
- Customers can order via specialist B2B eCommerce apps on their iPhones and iPads with full real time interoperability with the standard web based ordering environment

If you are interested in the TrueCommerce B2B Ecommerce Platform call us now on +44 (0) 345 643 6600 or e-mail info@truecommerce.com and we will offer sensible advice on how we can assist you achieve your objectives on-time and on-budget.

Company Information

- Distributor
- Cycles, Parts & Accessories
- £100m+ Sales
- Market Leader
- Headquarters: London, UK



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