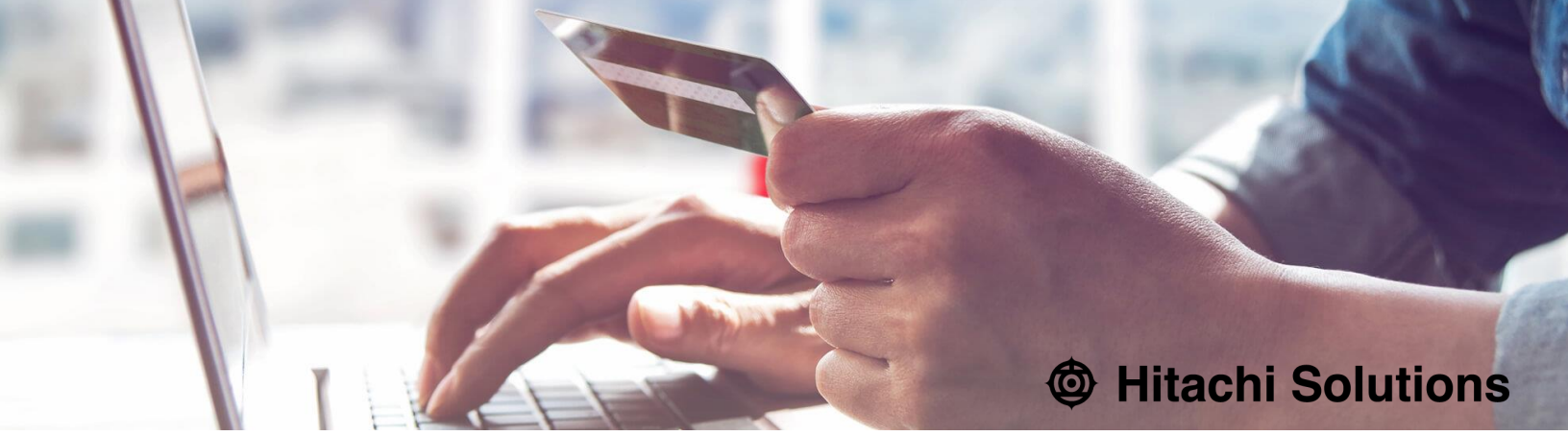


ADW Diabetes Case Study





Hitachi Solutions Ecommerce Customer Story

Medical equipment provider improves customer service, streamlines operations with Hitachi Solutions Ecommerce

CUSTOMER PROFILE

ADW Diabetes is aimed towards helping uninsured and underinsured people with diabetes purchase the products they need at affordable prices when paying out of pocket for their supplies. In business for more than 10 years, ADW provides one of the largest selections of diabetes management items including insulin pump supplies, glucose testing products and pet health care products on the web.

INDUSTRY

Healthcare

LOCATION

Florida, United States

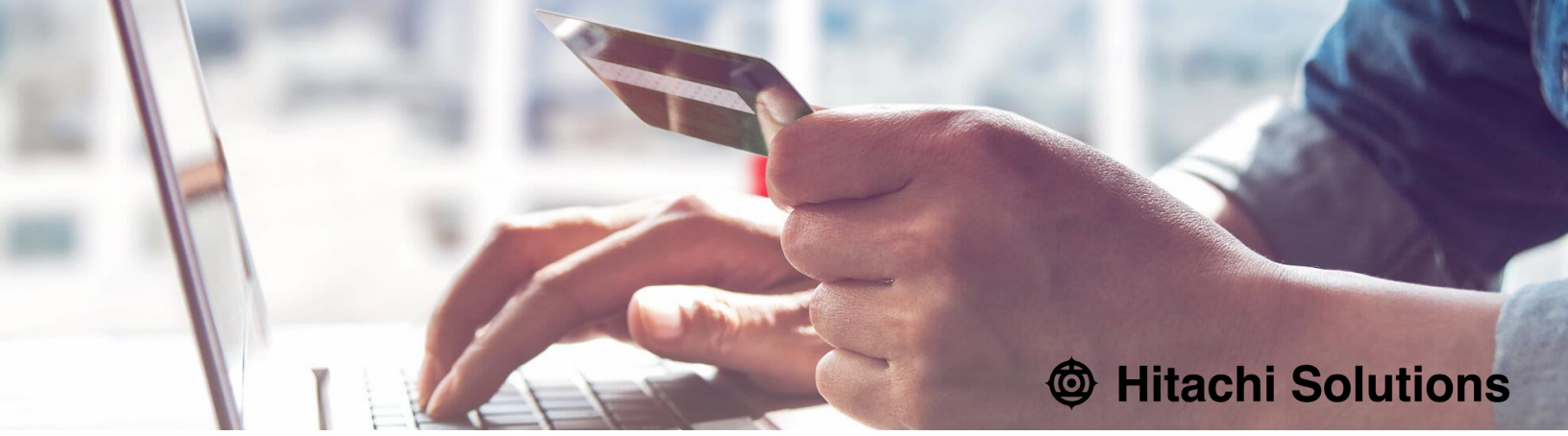
ADW Diabetes is aimed towards helping uninsured and underinsured people with diabetes purchase the products they need at affordable prices when paying out-of-pocket for their supplies. In business for more than 10 years, ADW provides one of the largest selections of diabetes management items, including insulin pump supplies, glucose testing products and pet health care products on the web. ADW Diabetes ships throughout the United States and offers thousands of products in its online store. The primary goal of the company is to always provide great service to customers.

CHALLENGE

Prior to using Hitachi Solutions Ecommerce, ADW Diabetes' systems did not communicate with each other. Manual transfers of data were performed multiple times per day to keep the business running, but it was prone to error, and oftentimes had the company operating several hours behind real time. The previous ecommerce platform only allowed ADW Diabetes to process 75 orders at a time, but with the improved automation features within Hitachi Solutions Ecommerce, ADW Diabetes no longer has a limit on the number of orders processed every day.

Hitachi Solutions Ecommerce's integrations with Microsoft Dynamics GP expanded order processing instantly and allowed the team at ADW Diabetes to manage the business in a new manner. Now, major business processes are conducted properly and without the constraints of systems or time.





“Hitachi Solutions’ dedicated support team made themselves available well beyond their normal office hours to resolve issues as they arose. They were available during upgrades and other important projects and served as a great partner during these business-critical changes.”

Mike Maguire
CEO
ADW Diabetes

SOLUTION

With the help of Hitachi Solutions Ecommerce, ADW Diabetes has a more efficient order fulfillment process in place that provides its customers with faster shipping and more timely notifications of their order status – both of which are essential in today’s ecommerce world.

Customers receive an improved experience due to a new user interface and mobile optimization, allowing user-friendly catalog navigation, checkout, and order placement. The web store is also easier to modify, and ADW Diabetes can alter the look and feel of the web store using flexible UI templates and CSS codes.

On the back end, site performance is improved, and the reorder process is stabilized and enhanced to provide a near-zero defect rate.

The team at ADW Diabetes is dedicated to ensuring a fast, safe and easy ordering process. The company is growing and is consistently working to add new product lines to offer to customers, thus strengthening the customer’s shopping experience.

Hitachi Solutions and ADW Diabetes have worked together to ensure that this shopping experience is of the highest caliber, and that customers keep returning to the online store. This was made possible by tight collaboration between the two teams.

“Hitachi Solutions’ dedicated support team made themselves available well beyond their normal office hours to resolve issues as they arose,” said Mike Maguire, CEO of ADW Diabetes. “They were available during upgrades and other important projects and served as a great partner during these business-critical changes.”



WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

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BENEFITS

Faster Ordering and Shipping Processes

The improved automation features within Hitachi Solutions Ecommerce enable ADW Diabetes to take on more orders than the old system would allow. This increased productivity within ADW Diabetes' order fulfillment processes provides better service to customers. The automated system ensures customers get their orders on time and within their expectations.

Access to a Dedicated Hitachi Solutions Ecommerce Team

The Hitachi Solutions Ecommerce team is knowledgeable and well-versed to help address issues and ensure the systems at ADW Diabetes are working efficiently. The teams at ADW Diabetes and Hitachi Solutions work closely together to ensure updates and modifications are made to the system as needed.

Improved Customer Service

Hitachi Solutions Ecommerce provides ADW Diabetes with an excellent tool for the consumer to shop and purchase from with relative ease, while also integrating directly into the inventory, accounting, and shipping systems in place to manage the day-to-day business.

