

## Murray Percival Case Study





## Electronics Distributor Sparks Customer Base Expansion, Increases Efficiency with Hitachi Solutions Ecommerce

### Customer Profile

Founded in Michigan more than 50 years ago, the Murray Percival Company has grown to be a leading supplier to the Midwest's electronics industry. The family owned and operated business is now on the third generation, and has expanded its reach to service customers across the country.

The Murray Percival Company was a pioneer of the circuit board industry, and has grown to offer thousands of products that can be purchased simply and directly from its website.

These products include machines and materials that are incorporated in the manufacturing of circuit boards, and range from wave solder and pick-and-place machines, to soldering irons and microscopes.

### INDUSTRY

Distribution

### LOCATION

United States

**“With Hitachi Solutions Ecommerce, customers are able to get on our website, log in and see their customer-specific pricing, which allows us to process their orders more efficiently. There is no extra step for them where they have to get ahold of us. They can log in and check at their leisure.”**

**Murray Percival III, General Manager, Murray Percival Company**

### CHALLENGE

The Murray A. Percival Company was founded in 1960 and subsequently incorporated in the state of Michigan. Shortly thereafter, the Murray Percival Company was approached by the Electrovert Corporation, which it still represents today, to sell its printed circuit board wave soldering equipment. At that time, the use of printed circuit boards was still relatively rare.

Fifty years ago, the Murray Percival Company was a pioneer in servicing an emerging industry, one that has become a key component in the worldwide market of today's manufactured goods. The Murray Percival Company is now a leading supplier to the Midwest's electronics industry and offers thousands of products, many of which can be purchased simply and directly from its website.

Prior to launching its website and choosing Hitachi Solutions Ecommerce as its vendor, the Murray Percival Company was relying on hard-copy catalogs and a time-consuming phone ordering system. These manual processes made ordering items difficult, and was prone to errors in pricing.

“In the past, our customers would have to call us for pricing and then they would have to go submit a purchase order, hopefully with the correct pricing,” said Murray Percival III, General Manager at the Murray Percival Company. “With Hitachi Solutions Ecommerce, customers are able to get on our website, log in and see their customer-specific pricing, which allows us to process their orders more efficiently. There is no extra step for them where they have to get ahold of us. They can log in and check at their leisure.”



“Our main pain points before the site were reaching out to our customers and expanding into national territories. With the ecommerce site now, we’re able to reach out to customers on a national level.

Mark Percival Jr., Ecommerce Manager and Marketing, Murray Percival Company

## SOLUTION

In order to better serve its customers with a speedy, easy-to-use ordering system, the Murray Percival Company implemented Hitachi Solutions Ecommerce. By moving its entire catalog online, the Murray Percival Company was able to make order entry and processing automated and efficient through Hitachi Solutions Ecommerce’s integrated, end-to-end solution.

“It was a big changeover,” said Mark Percival Jr., Ecommerce Manager and Marketing at the Murray Percival Company. “Our main pain points before the site were reaching out to our customers and expanding into national territories. With the ecommerce site now, we’re able to reach out to customers on a national level.”

The Murray Percival Company is able to provide excellent service to its customer base by using advanced order management functionality within Hitachi Solutions Ecommerce. Regardless of where a customer is located or which specific industry group he or she belongs to, product lists and pricing are targeted to each individual. A streamlined web design and simplified checkout process make navigation simple.

Order placement and fulfillment is also streamlined from the back end. Hitachi Solutions Ecommerce is fully integrated with the Murray Percival Company’s ERP system, Microsoft Dynamics GP. Web orders are automatically pushed into Microsoft Dynamics GP and once the order is fulfilled, the shipment details and tracking information flow back into Hitachi Solutions Ecommerce, so that orders can be tracked by customers in the self-service portal. Other integrations include inventory, pricing, payment, and aging/credit limit.

“It was super important that we were integrated,” Murray Percival III said. “We didn’t want to have to update two different systems. Linking our inventory on hand and pricing stored in our ERP system was very important to us.”

A customer can log into the self-service portal to view any and all tracking information for shipments, detailed product information, and easily drill down into particular products. Customers can manage their order history, track orders, manage their address book, update their credit card wallet, and view invoices all within the self-service portal. With customers able to access this information at any time, customer service representatives’ time is freed up to focus on higher value-added work.





## 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.

## BENEFITS

### Increased Efficiency and Automation

Hitachi Solutions Ecommerce's integrated customer portal replaced many manual processes, including data entry, order processing, and coordination related activities, particularly regarding larger project orders. This reduced the administrative burden on the Murray Percival Company, thus increasing selling success and improving overall customer satisfaction.

### Better Customer Service

Not only are customer service representatives able to spend more time on individual customer needs, but customers are also able to serve themselves at their own convenience. The integrated customer portal caters to customers with pricing and terms relevant to them, and also provides faster turnaround times and 24-7 access to information.

### Revenue Growth and National Expansion

With a streamlined, easy-to-navigate online catalogue, the Murray Percival Company is able to reach customers on a national scale. As the company continues to grow, the Hitachi Solutions Ecommerce solution will scale with it to continue to deliver the functionality needed to remain competitive in the marketplace.

### Integration with Microsoft Dynamics GP

Hitachi Solutions Ecommerce is integrated with Microsoft Dynamics GP end-to-end. Items such as addresses, orders, and cancellation requests flow from Hitachi Solutions Ecommerce to Dynamics GP, and inventory, pricing, order statuses, and cancellation statuses flow from Dynamics GP to Hitachi Solutions Ecommerce.

