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SHOTGUN
SUPPLEMENTS

Shotgun Supplements Printing Orders Hard Out

A successful online business, Shotgun were looking for ways to reduce repetitive manual tasks related to processing orders.

Shotgun Supplements Limited dominate the sports supplements market in New Zealand with their successful online business using a Zeald website and some very aggressive TV advertising.

Founded by brothers Andrew and Brent Hill in 2008, Shotgun has lined up a comprehensive range of supplements for a wide range of applications covering weight loss, muscle growth, pre and post workout nutrition as well as vitamins and branded shakers.

Sports nuts across the country will have seen the Gorilla on TV stating clearly that "Shotgun is Number 1!"

In addition to it's thriving mail order business, Shotgun have excelled online and today the business receive a steady stream of orders on a daily basis.

The process of receiving orders so far meant a member of the staff would need to log into the admin section of the website and download each order before sending it to the company's high-speed, high resolution, multi-purpose Ricoh Afficio MP3501 colour network printer.

Each online order needs to be printed in duplicate across two paper trays: one copy for internal use and another on a specific courier form capturing shipping details and including a self-adhesive courier label.

While this manual approach worked well to start with, once order volumes increased, Brent could see that his team would be able to be more productive completing other tasks than the extremely mundane and repetitive task of printing online orders.

Says Brent "We could see that we needed to do something to improve this critical step in our order processing. Valuable staff time was being poorly spent with lots and lots of orders being manually printed day in day out".

Brent approached Zeald who provide support for the website that takes the orders.

"We just wanted orders to be printed fully automatically, without the need for human intervention so people could focus on other, more valuable tasks" was the single requirement Brent put forward.

Following internal review of Shotgun's requirements Zeald called on Convergence, their integration partner, to take over and deliver a solution.

“Our approach is consistent”, says Mark Presnell, of Convergence. “We take a high-level brief of the client’s requirements before we respond with a proposal to scope and implement a solution.”

In an attempt to establish the lowest-cost option for the client, Convergence initially confirmed the technical capabilities of the Ricoh printer with Grant Kenny, Director of Ricoh Taranaki and Wanganui. Grant’s team advised that there was no available functionality for the printer to “pull” orders and automatically print these.

Further complicating the matter was the fact that in order to achieve exact print alignment on the courier form, orders needed to be downloaded and printed in html and not the preferred PDF format.

And so the specification stage began and all relevant details were captured and documented for client sign-off.

Within days the Convergence software developer on the job was logging into a workstation on Shotgun’s network remotely and carrying out initial testing.

The implementation stage of the project saw a custom interface being installed, which downloads new orders in html format from the company’s website every five minutes.

This was quickly complemented by some clever web browser scripting, which means the browser is automatically launched for it to submit a batch of orders to the Ricoh printer.

The Convergence programme then shuts down before it re-starts again five minutes later for the next run – fully automatically and without any human attention required.

“I’m absolutely stoked!” says Brent, who had been looking for a solution to this ‘time-wasting’ problem for months.

“We were told it could not be done and we had almost given up on finding a solution”.

“Convergence listened and got what we wanted and delivered. They are reliable and were always easy to get a hold of when we needed to speak to them. It couldn’t have been more convenient. Highly recommend them for any website integration work” says Brent.

Now orders are being printed within minutes of being placed on the company’s website at www.shotgunsupplements.co.nz.

“ The website integration put in place by Convergence will pay for itself in a quick 6 -9 months. It was really a no-brainer and working with them couldn’t have been more convenient and effective. Happy to recommend Convergence to any business wanting to have their website integrated. ”

**Brent Hill, Director
Shotgun Supplements Ltd.**

At a Glance

Business Objectives

Shotgun Supplements wanted to automate the printing of online orders to avoid human resources being used for mundane and highly repetitive tasks.

Key to this was the achievement of complete automation and the preservation of specific printing requirements for courier shipping documentation.

Solution

A custom interface to automate the downloading and printing of online orders was developed and implemented by Convergence.

Business Benefits

Orders are printed within minutes from being received, fully automatically and without any human intervention required saving significant amounts of time and effort – and ultimately cost.

The integration is expected to pay for itself within 6-9 months.

For More Information

Convergence Limited
www.convergence.co.nz

Mark Presnell
mark@convergence.co.nz
Auckland: +64 9 525 2611
Wellington: +64 4 974 8658