



Farrell Bearings keep orders rolling smoothly

The first New Zealand based online bearings store, Farrell Bearings' now see online orders flow directly through to their Quanta accounting and ERP software.

Farrell Bearings Limited was first established in 1929 in Hamilton from where the company has grown to become one of the leading bearing supply companies in the north island of New Zealand.

The company supplies major industry, including pulp and paper, timber, heavy transport, agriculture, automotive, power generation as well as many manufacturers of machines and recreational products.

In addition to industrial bearings, Farrell Bearings stock a full range of products for use in recreational applications such as stainless steel bearings for fishing reels, cycles, mountain bikes, motor cycles, skateboards, inline skates, boat trailers, blokarts and go karts.

Farrell Bearings is fully ISO 9001 certified and has been praised by Telarc not only for the first class implementation of its business quality management system, but

also for the on-going improvement of this system.

Needless to say that Farrell Bearings conducts its business to the highest standards and expects nothing less from its suppliers and service providers.

“ It was good to work with Convergence and while the project took a bit longer than expected, it was on budget and on schedule with the launch of our new Zealand website. ”

**Carmen Walker, Office Manager
Farrell Bearings Ltd.**

The company first launched its online store in 2007, which included the implementation of standardised integration software, which incurred an on-going license fee.

Office Manager, Carmen Walker, explains: “We had the initial integration setup with our ‘old’ website, but we found that we were paying annually and continuously for functionality we didn’t use or need.”

Farrell Bearings recently decided to refresh their online presence with a new Zealand E-Business website.

The ‘old’ site did not perform well with regards to online searches and was now somewhat dated in its design and look-and-feel.

Andy Glover, General Manager of Farrell Bearings, wanted to bring down operational costs and grow sales by providing existing wholesale customers with extensive new resources while also attracting retail customers directly.

Says Glover, "We wanted to ensure we provide our wholesale customers with everything they need to make informed decisions regarding our products. We also wanted to be found by individuals needing parts for repairs and maintenance of their recreational equipment and machinery."

Zeald recommended Convergence and as its integration partner and following initial discussions the integration project was kicked-off.

Convergence designed and developed a custom interface to support the desired exchange of data between Quanta and the Zeald E-Business website.

Functionality was to include the immediate downloading of online sales transactions and importing of these into the company's Quanta financial accounting software. This included a daily report to confirm that all on-account customers on the website match existing customer accounts in Quanta.

All consumer transactions are recorded against a single 'web transaction' cash account in Quanta.

Also in scope was the uploading of product information, including product categories. Any new categories, changes or deletions are reflected accordingly on the website without further manual intervention.

The integration further supports advanced pricing for customer groups, contracts and a range of discount levels.

In order to provide online customers with updates regarding their orders, status information is posted back to the site via the Convergence interface. This allows customers to track their orders.

This functionality is further enhanced with shipping notifications that are emailed to the client once the order has entered status "shipped".

All in all, the integration supports a wide range of practical features as well as error reporting to alert to any anomalies or problematic transactions.

"We wanted to ensure we provide our wholesale customers with everything they need to make informed decisions about our products as well as provide them with status updates regarding their orders."

**Andy Glover, General Manager
Farrell Bearings Ltd.**

At a Glance

Business Objectives

Farrell Bearings wanted to improve operational costs of its website integration and provide wholesale customers with value added online resources and order updates.

Solution

A custom interface to automate the downloading of online sales transactions directly into Quanta, the company's accounting software, was developed and implemented by Convergence.

The integration also supports uploading of product information, including categories, advanced pricing and order status updates.

Business Benefits

Costs of maintaining data integrity between Farrell Bearings' Quanta accounting software and their Zeald E-Business website have been reduced significantly.

Online orders are reflected in the financial accounting software without further manual intervention.

All product information is able to be maintained in one place: Quanta. Any changes to product categories, pricing and order status are reflected on the website immediately.

For More Information

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