



BAKO

CASE STUDY BAKO NORTH WESTERN

CLIENT PROFILE

Bako North Western is one of the largest distributors to the bakery and associated industries in the North West of England. Their delivery area encompasses the North West of England, North Wales, the Midlands and West Yorkshire. They are one of the five, independently owned companies in the Bako Group, which enjoys a turnover in excess of £100M per annum.

PROJECT

APPLICATION DEVELOPMENT

Bako North Western wanted an internet-based Customer Order Entry System that would provide a means to increase sales, reduce the cost of sales, improve customer service and to increase their revenue stream.

SOLUTION

The development of a browser-based system that integrates with Bako North Western's existing Enterprise system - BPCS. Users can download the company's price list, comprising real time data sourced directly from their IBM iSeries server. Customers can also view order history to identify trends, as well as placing new orders for delivery. Suppliers can also use the system to advertise any special offers, promotions or new products.

A second phase of the project is due to commence mid year. This will include the extension of the document management functionality and an increase in the services offered to suppliers via the system.

BENEFITS

- Reallocation of resources.
- New sales channel.
- New information source.
- Content and document management built in.
- Increased customer service.
- Time saving in order placement.