



# Netfira™ Customer Success Story



## Electrolux finds Netfira a flexible, powerful, affordable choice

### The perfect solution for communicating with dealers and distributors

***“The Netfira platform streamlined our ordering process, resulting in lower costs for us while giving our dealers 24/7 access to the current prices and availability of our inventory”***

**David Buck, General Manager, Electrolux**

#### INDUSTRY:

International  
Appliance Provider

#### DEPARTMENT:

Parts & Dealers

#### SOLUTION:

Netfira

#### OBJECTIVE:

To streamline supply chain and order processing for Electrolux's large dealer and distributor network, at the right price and functionality, while simultaneously increasing dealer satisfaction.

#### APPROACH:

By integrating the Netfira solution into Electrolux's distribution centers so that distributors and dealers can experience the full scope of this easy-to-use, enterprise-class, business-to-business solution that offers real-time product, price and availability information, as well as automatic order and transaction processing.

#### BUSINESS BENEFITS:

- Widely available, easy-to-use solution
- Affordable B2B distributor and dealer procurement solution supporting real-time product, price and peer-to-peer visibility into parts availability and customer specific pricing data
- Easily integrates with existing inventory, accounting, and ERP systems
- Allows comprehensive data aggregation for data mining and statistical reporting

#### BUSINESS OUTCOMES:

- Integrated easily with preexisting environments to protect investments
- Scalable to ensure growth capacity
- Optimized balance of price, ease of use and enterprise performance
- Reduced costs by streamlining call centers
- Reduced errors with data entry automation
- 100% adoption rate among distributors and dealers
- Streamlined supply chain and order processing for large dealer and distributor network
- Satisfied customers

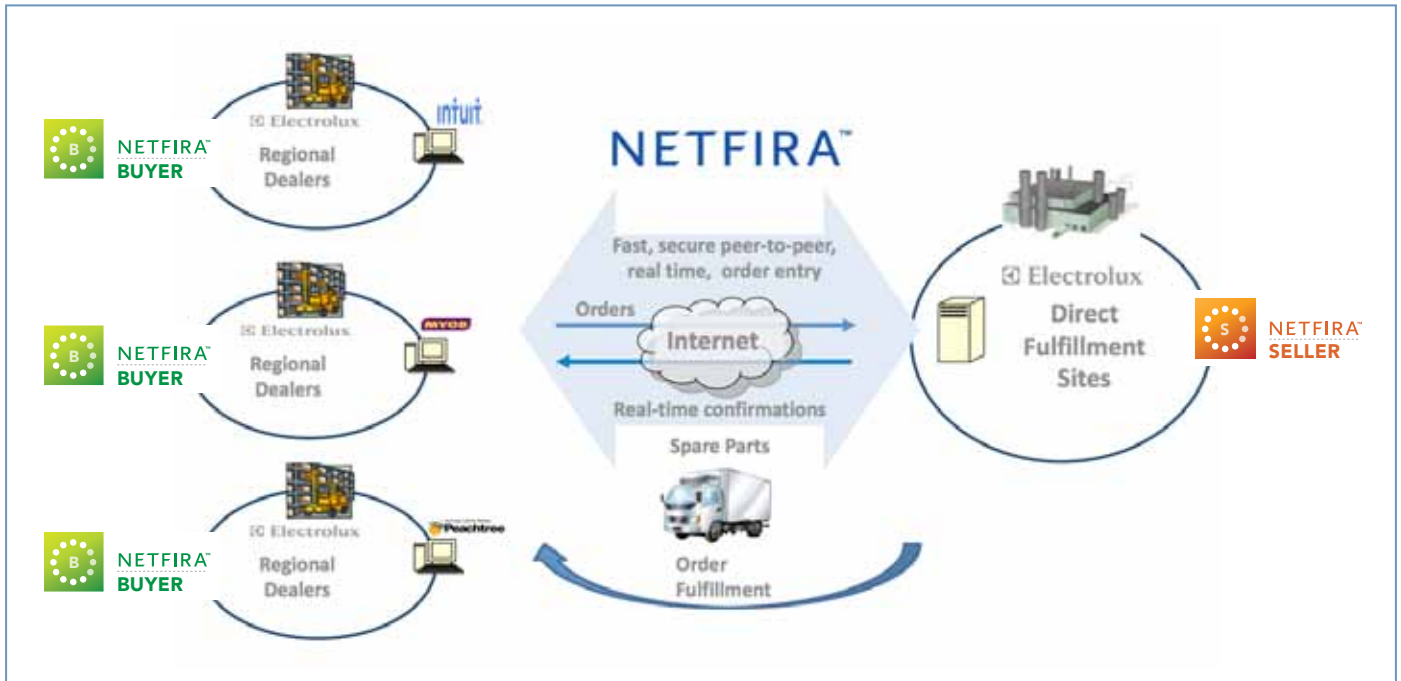


Electrolux is one of the world's leading international appliance companies, playing a part in the daily life of hundreds of millions of families around the world.

Each year, some 40 million consumers in more than 150 countries choose Electrolux products, such as cookers and cook tops, ovens, fridges, freezers, dishwashers, washing machines, tumble dryers, room air conditioners and vacuum cleaners, among many others. That translates to two products bought from Electrolux every second, every day of the year.

The biggest challenge that faced Electrolux was that too many manual steps were required to integrate its dealer and distributor network into its supply chain, leading to inefficiencies and increased costs.

## The Solution



Electrolux costs were growing exponentially due to a large distributor network and an inventory of over 250,000 lines of parts that required a large, dedicated call center to handle inventory queries and orders.

Over 80 percent of Electrolux transactions were processed manually by phone, fax, and email. Electrolux had a website procurement solution in place at the time but dealers were not using it because the system didn't provide real-time information about availability and price, and didn't integrate with the distributors' and dealers' own back-office systems (e.g. accounting or inventory).

Electrolux quickly realized the efficiencies they could achieve with Netfira, given the volumes of transactions that the company processed annually within its supply chain.

The Electrolux team installed the Netfira solution at over 60 of their dealers. After successful completion of the pilot phase, Electrolux became Netfira's key reference customer with the purchase of an Enterprise wide license for Electrolux Australia.

This Enterprise implementation has provided meaningful market validation of Netfira's software solution while seed-

ing the market for small businesses to adopt Netfira on a transaction fee basis.

Every distributor in the initial program continued to use the system after the trial period, and it has now been rolled out to Electrolux's entire distributor and dealer network in Australia.

The Netfira solution gave distributors and dealers real-time product, price and availability information, and integrated with the dealers' and distributors' accounting and back office systems.

This implementation resulted in automating over 1.2 million transaction-based line items.

The business outcome was a 20 percent decrease in product returns due to elimination of manual error; and significant cost savings due to streamlining call center operations.

Since installing the Netfira solution, 100 percent of Electrolux's transactions are processed automatically, and the installation has also revolutionized the way Electrolux markets its business to new clients.

## The Netfira Solution at a Glance

### FEATURES

- Connects buyers and sellers securely in real time
- Simple, easy to use interface
- Includes two integrated modules, NetfiraBuyer and NetfiraSeller, allowing two-way real-time electronic commerce
- Both NetfiraBuyer and NetfiraSeller install and connect directly to existing inventory management and accounting systems
- Utilizes secure Internet architecture allowing data to be transmitted securely and in real time

### BENEFITS

- Easy installation
- Completely automated transactions
- Reduction in manual errors
- 20% reduction in product returns
- Substantial cost savings
- 90% reduction in call center staff
- Faster and simpler order processing
- Reduced parts inventory
- Greater inventory visibility resulting in better planning and forecasting
- Improved customer satisfaction due to efficient warranty and repair service

### PRICING

- Transaction based pricing
- Enterprise license available upon request
- Seller pays \$1.50 fee per transaction, with bulk transactions available for purchase at a discounted price.
- Buyer pays \$0 fee per transaction, so no cost to the buyer.
- No installation or upfront costs

### ISV PARTNERS

- JD Edwards
- Microsoft
- MYOB
- Oracle
- Peachtree
- QuickBooks
- SAGE
- SAP

### RETURN ON INVESTMENT

- Days, not months or years
- Download a self-extracting file from [www.netfira.com](http://www.netfira.com); (20MB)
- Fast download, takes only a few minutes.

### IMPLEMENTING NETFIRA

A simple 4 step process

- Install and access: fast, simple file download
- Invite dealers to participate: build a community of current vendors
- Search inventories: gain instant visibility into suppliers using applications like MYOB, Peachtree, and QuickBooks
- Transact and confirm orders: automatically place orders and get real-time confirmations

### IMPLEMENTATION PARTNERS

Over 40 Netfira Partner support the implementation process

### INTEGRATIONS

Netfira integrates with most accounting, inventory, and ERP systems.

- Accounting packages include MYOB, Peachtree, QuickBooks, Sage, among others
- ERP systems include JD Edwards, Microsoft, Oracle, and SAP
- Netfira SDK available for adding partners

## About Netfira and Electrolux

### TRUSTED PARTNERS

While acknowledging that easy interface and installation, scalability, and great productivity are important to customers, David Buck, General Manager at Electrolux, believes: "The most important factor is the relationship between the partner, the vendor and the customer, in this case the distributors and the dealers." Netfira has over 40 professional implementation partners, and alliances with such leading software companies as MYOB, Oracle, Peachtree, QuickBooks, Sage and SAP, among others.

### WHY NETFIRA?

- Large number of trusted partner relationships
- Growing customer base
- Ground breaking technology for connecting buyers and sellers securely in real time
- Full range of software and 24/7 support services

### ABOUT NETFIRA

Netfira ([www.netfira.com](http://www.netfira.com)) is a privately owned software company with subsidiaries in Australia and the United States.

It was founded by George Ruul in Australia in 2003, and introduced its first product in 2008.

The company's products represent a breakthrough for streamlining the buying and selling process between large, medium, and small businesses.

The company's products, NetfiraSeller and NetfiraBuyer, connect instantly to customers' existing accounting software.

The Sleeter Group named the Netfira solution as one of its 2010 "Awesome Add-ons for QuickBooks," recognizing it as one of the most productive and effective technologies to enhance QuickBooks.

### ABOUT ELECTROLUX

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NETFIRA – B2B Software Solutions • Connecting Buyers & Sellers in Real-Time

For more information, go to [www.netfira.com](http://www.netfira.com)

**For more Netfira customer stories, go to [www.netfira.com/casestudies](http://www.netfira.com/casestudies)**

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