WINBASIC®
Technology Solutions
– EST 1996 –

Bespoke software automates processes assisting e commerce website in achieving page 1 Search Engine results whilst significantly increasing operational efficiencies and revenue.

SMART SUPPLIES

Client since 2004

Established in 1998 Smart Supplies is one of Australia's leading online providers of office supplies, with over 15,000 office stationery lines.

CHALLENGE:

Smart Supplies was growing quickly, but certain procedures were being done manually with multiple sets of data from various suppliers. The company was using legacy customised software, but as there was no ongoing support, the software wasn't being leveraged.

Furthermore, their existing website provider was downsizing, putting at risk the Smart Supplies website, which was in danger of going offline.

SOLUTION:

Winbasic developed customised software which allowed for maintenance and updating of the website with product and pricing data. We also project managed the procurement of new website software and the overall development with new website programmers.

This included liaising with Mike Summers, the owner, to document his requirements and prepare a technical brief to enable the software developers to develop the new website.

RESULT:

Smartsupplies.com.au is now producing page one results for product searches on most major search engines.

This has resulted in a significant increase in revenue for the company. The new customised software has automated and dramatically reduced time spent on certain processes, improving operational efficiencies.

"David's advice has saved me significant amounts of time and money.....

When you find someone in business who puts the customer's interests before their own, you stick with them. David has managed all our IT needs for 10 years - he has a wealth of experience, articulates and explains everything, plus he's just a great guy. We've built up a long term partnership and because David's in it for the long term, he's vested in my success."

Mike Summers, Owner
Smart Supplies