

CASE STUDY

"Pragmatyxs helped us develop our new commerce site - a requirement of our new partnership with Alaska Airlines."

"Pragmatyxs worked closely with us to tightly integrate the site with our internal business system and processes. In fact, we have eliminated most of the manual processes we used to perform to process web orders. Now they are sent from the web site and processed right within our internal business system."

Sarah Smith
Director of Marketing
Sasquatch Books

Company Name:	Sasquatch Books
Year Established:	1986
Number of People:	20
Annual Sales:	\$4 Million

Company Overview

Sasquatch Books is a regional book publisher specializing in nonfiction books for the West Coast, including California, Alaska, Arizona and Nevada. Best known for the top-selling travel guides - the Best Places series - they delve into all other areas of interest, as well: gardening, food & wine, literature, the environment, and enjoying the great outdoors.

Key Business Challenges

The website Sasquatch previously used was static and difficult to update with accurate, and timely, information. The site was not integrated with their back office inventory system. This resulted in Sasquatch staff having to spend excessive time to update the site, which resulted in the site being updated rarely. As a result, site traffic, and therefore web orders, were minimal. Furthermore, due to a manual entry process, web orders required more time than traditional orders. Often web orders wouldn't be processed until several days after receipt, resulting in poor customer service.

Additionally, Sasquatch forged a partnership with Alaska Airlines, in which Alaska would feature Sasquatch's Best Places books on its website and in its eNewsletters. A requirement of this partnership was that Sasquatch have a website that could support significant order volume as well as recognize the users Alaska referred, and dynamically provide them with both a co-branded website and unique product pricing.

Sasquatch's challenge was to build a website that allowed them to update content and information as necessary in an easy and user-friendly fashion. It was also to facilitate online purchasing in a way that did not add additional work and data entry by Sasquatch staff.

ABOUT PRAGMATYXS

Pragmatyxs is a single-source provider of e-business and mobile data solutions.

We help you leverage the Internet and wireless technologies to automate data collection and inventory management, manage your supply chain, and extend the reach of your business through e-business and e-commerce solutions.

Whether your ultimate goal is to reduce costs, streamline process or increase productivity, we utilize best-of-breed products and custom components to create a solution that is tailored to your unique needs.

As indicated by our company name, Pragmatyxs works in close partnership with our clients to develop "pragmatic" solutions that realize key business goals.



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Lastly, it was to support the Alaska Airlines partnership with a site that could provide dynamic co-branded look and feel and unique pricing.

Solution Overview

Based on the business requirements, Pragmatyxs developed a new dynamic e-Commerce website. Pragmatyxs determined that Sasquatch could automate inventory exports with its internal business system, so now Sasquatch sends daily inventory exports from their internal business system to the website. These updates are imported into an Oracle database. All product changes, updates, additions and modifications are included in these updates, which are sent, received and processed, in an automated fashion.

In addition, the site includes a password protected content administration area that allows Sasquatch to add/edit/delete content in various areas of the website, including the ability to change the products featured on the home page. This area also allows Sasquatch to run Order Reports and create web-based discounts for differing audiences, partners and customers.

The site provides integrated online ordering and credit card processing. When a customer places an order, the credit card transaction is processed and Sasquatch's merchant account is credited. Orders are sent to Sasquatch, and an automated script imports them into Acumen to be fulfilled with the rest of Sasquatch's traditional offline orders.

Finally, the website has a partner integration feature that allows partners, such as Alaska Airlines, to refer customers to the Sasquatch site. The site recognizes these customers and dynamically displays a unique co-branded website and any applicable unique pricing agreements.

The new solution significantly streamlined Sasquatch's web presence by automating all inventory updates and allowing Sasquatch staff to update other website content at will. It also streamlined the order processing aspect of the site by removing all manual steps previously required to receive and process web customer orders. Additionally, it allows for integrated partner referrals with dynamic co-branding and pricing.