



NETFIRA  
**connect**professionalpartners™

“Netfira Connect 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.”

**Kerrie Dease**, Electrolux Home Products, National Marketing Manager

Before installing Netfira Connect	After installing Netfira Connect
<p><b>Supply chain methods were manual and not cost-effective</b></p> <p>The initial Netfira platform attracted interest from world-renowned appliance manufacturer, Electrolux. After initial meetings explaining the simple e-commerce solution, Electrolux quickly realised the efficiencies they could achieve with Netfira Connect given the volumes of transactions that the company processed annually within its extensive supply chain.</p>	<p><b>Substantial cost reduction and more efficient supply chain transactions</b></p> <p>Implementing Netfira Connect allowed Electrolux’s distributors to access real-time product, price, and availability. Netfira Connect delivered to Electrolux additional business flexibility: automation of all their data, which cut costs and eliminated manual errors, and a revolutionary way to market their business to new clients.</p>
<ul style="list-style-type: none"> <li>• Large distributor network</li> <li>• 250,000 individual lines of parts inventory</li> <li>• Call center staff of 20+ employees to handle inventory queries and orders</li> <li>• Phone, fax, and web-based orders requiring manual data entry</li> <li>• Website procurement solution that dealers were not using</li> </ul>	<ul style="list-style-type: none"> <li>• 40+ sites implemented Netfira Connect</li> <li>• 100% of distributors continued using the system after initial trial period</li> <li>• 1.2 million transaction-based line items entered automatically</li> <li>• Significant reduction in data entry staff</li> <li>• 26% reduction in product returns</li> </ul>
<p><b>Bulk of transactions were processed manually</b></p>	<p><b>Bulk of transactions are now processed automatically</b></p>

Register today at [www.netfira.com](http://www.netfira.com)  
to become a Netfira Professional Partner

E: [npp@netfira.com](mailto:npp@netfira.com) | T: (02) 8211 0627 | W: [www.netfira.com](http://www.netfira.com)

