

### FernWork Business Information Solution (BIS)

FernWork is the integrated business information solution designed to automate information flow within a business. FernWork's combination of a base framework and modular design enables cost effective development of your infrastructure and insures integrity of your system.

### FernWork features and benefits



- **Modular** and can be implemented piece by piece to match your requirements when you are ready
- **Scalable** and will grow with you when required
- **Flexible** and will bring efficiency into your day-to-day operations
- **Robust** with happy customers throughout Australasia and over 3 years of development
- **Mobile** and can enable you to access your important information from anywhere
- **Secure** and your information will be safe at all times
- **Affordable** and gives you access to the latest technology available

### SnapperNet - Snapper Network Distributors

Richard Paul, director of Snapper Network Distributors Ltd (SnapperNet), needed an effective tool to communicate with his customers. SnapperNet is a New Zealand owned and operated company distributing a range of data communication products via their network of value added re-sellers and system integrators.

*"When we decided to create a set of online business tools to improve workflow and enhance communication with our customers, we turned to Fern Digital for help."*

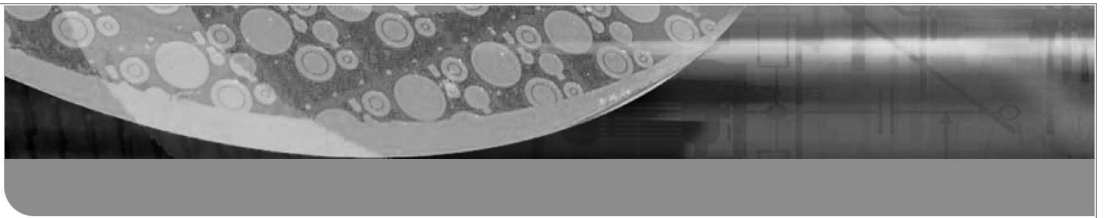
*"What impressed me most was their ability to focus on the business case. Instead of trying to offer an off-the-shelf product, they were able to clearly define the needs of our users and our customers before building the product."*

Richard Paul, Director

### The Challenge

In order to build a successful business information solution for SnapperNet, Fern Digital started the project by reviewing the processes and information flow in the company and communication channels with dealers and customers. It was also important to understand the long-term strategy of the company, to insure that the solution offered would be able to adapt as the business grows.





## The Solution

Fern Digital proposed to upgrade the existing SnapperNet website by overlaying it onto the FernWork framework and to build a management console to manage information about SnapperNet's products and distributors.

Product information is now loaded from an existing SnapperNet accounting package directly into the new Snapper management console. Product information on the Snapper website is displayed directly from the Snapper management console, which means that product prices are managed centrally in the accounting package.

Upgraded Snapper Network website provides

- Up-to-date product prices on the web
- Content management (e.g. news, dealers information)
- Product search
- Online forms (e.g. reseller request)
- Subscription to newsletter
- Secure "Dealers only" area

SnapperNet dealers have been provided with individual logons to access a secure website area. With the new system all the dealers are able to receive product information from one source. Using secure system logons dealers are able to raise and view the status of Return Authorisations (RA) for product returns.

The latest functionality developed for Snapper dealers is online product ordering accompanied by an email notification.

Secure 'Dealers only' website area

- Log and view Return Authorisations
- Browse supporting information (e.g. hardware drivers, manuals)
- Place and view product orders online
- Review terms and conditions of trade
- Log Suggestions on products and services

Snapper Management Console manages

- Products
- Return Authorisations
- Dealers account info (incl. logons)
- Product orders
- Notes

## Future Steps

Fern Digital has established a long-term relationship with SnapperNet and continues working on developing their business infrastructure further.

In future plans for SnapperNet is to continue developing the dealer interface and the Snapper Management Console by automating different aspects of 'supplier-reseller' communication channels. FernWork solutions are specifically designed to grow with the business needs and the Snapper solution will be developed step by step as SnapperNet business structure is ready to progress with each next stage.

*" Fern Digital's understanding of how humans interact with technology is what set them aside from other options we looked at and therefore is the key to their success."*

Richard Paul, Director

