

## zed Customer Portal



“ Since ApexFuels introduced the zed Customer Portal to its customers, they have been able to reduce order-to-cash time by about 30 percent. ”

*Brad Windecker  
President, Orchestra, SAP Partner*

Getting paid as quickly as possible is critical for any growing business to ensure a steady stream of cash flow. To remain competitive and maximize profit, small to midsized businesses need to be flexible, cost efficient and focus on customer service. Take ApexFuels, a wholesale petroleum marketing company headquartered in Southern California. They market fuel to gas stations and large stations, where it requires efficiency and exceptional customer service to be successful.

### Challenge

In identifying the need for a new business software solution, one of the biggest challenges ApexFuels faced was the process of order to cash and the dreaded wait of getting paid. Before investing in an enterprise resource planning (ERP) solution, they sent invoices and electronic funds transfers (EFTs)'s manually to their customers. This significantly impacted the time it took to get paid, which led to wasted time and high customer service costs trying to follow up on bill payment status.

Built on a strong mandate to provide superior value and service, ApexFuels needed a scalable solution that would automate key business process, but also improve the customers' overall experience. With busy customers wanting access to the latest information anytime, anywhere, ApexFuels needed to extend key business information to customers through the Web.

### Solution

Working in collaboration with their SAP Partner, Orchestra, ApexFuels chose SAP Business One with OrchestratedFuel, an industry specific solution for the oil and gas industry to meet their requirements. However, ApexFuels still had Web-based requirements and critical customer service issues that SAP Business One could not meet alone.

As a zed Partner, Orchestra introduced ApexFuels to the zed Customer Portal. With zed Customer Portal powered by SAP Business One, ApexFuels could strengthen their relationships with their customers by extending key SAP Business One data to the Web. zed Customer Portal provides 24/7 self-service for customers, real-time integration with SAP Business One data, secure Web-based access, and the ability to accept online payments.

In terms of the Customer Portal implementation itself, ApexFuels was up and running quickly with a Customer Portal branded to their business. The company posted invoices on Day 1 of implementation and was accepting online payments within 2 weeks of going live. As ApexFuels explains, "Getting paid as soon as possible in this industry is critical. Because it's such a high dollar value transaction, the ability to make those invoices available anytime and accept payment over the Web is a huge selling point for us. It helps us to outshine our competitors."

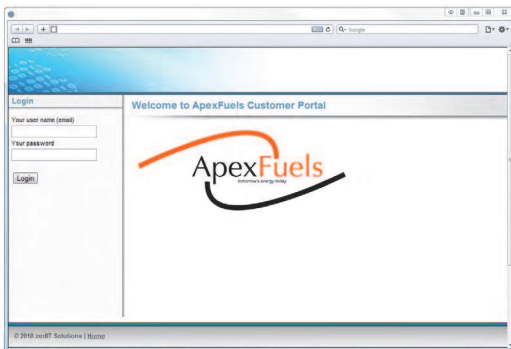


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### Results

ApexFuels has seen significant increases in customer loyalty and satisfaction since implementing SAP Business One with the zed Customer Portal. With their new Customer Portal, ApexFuels customers are now able to easily access their accounts online and see open invoices and orders at any time. Customers can view their balances in real-time and pay their bills on time. The zed Customer Portal allows ApexFuels to collect payments faster than ever, by automating the order-to-cash process and accepting EFT payments.

According to the President of Orchestra, Brad Windecker, "zed has done a phenomenal job in integrating their Customer Portal with SAP Business One and the Orchestrated Fuel solution for ApexFuels. Over a third of ApexFuel customers are currently using the new Customer Portal, and the company has been able to reduce order-to-cash time by about 30 percent."



*Secure login screen for customers to access the Apex Fuels Customer Portal.*

ApexFuels has seen tremendous success since extending SAP Business One functionality to the Web. Many of their larger customer accounts only process cheques on specific days of each month and do not allow vendors to draft their account. In the past, this has been an issue when receiving payments. However, with the zed Customer Portal solution,

these customers can simply go online and pay through the Customer Portal – solving the problem of late fees and getting paid on time. This has helped ApexFuels to increase their cash flow and significantly reduce customer service costs. Fueled for growth, the company is taking customer service and their SAP Business One investment to the next level with zed Customer Portal.



## ApexFuels Success Highlights

- Extended SAP Business One investment to the Web for customers
- Branded customer portal accessible from ApexFuel home page
- Posted invoices on Day 1 of implementation
- Accepted online payments and EFTs within two weeks of go live
- Reduced order to cash time by 30%
- Increased customer satisfaction & cash flow

If your SAP Business One prospects or customers have Web requirements, visit [www.zedsuite.com](http://www.zedsuite.com) and check out zed's diverse portfolio of Web solutions.

