



# **Netfira delivers the perfect fit for Electrolux's dealers and distributors**





Electrolux is one of the world's leading international appliance companies that has :

- Offices:** Worldwide in over 150 countries
- Employees :** > 20,000
- Products:** Range from cookers and cook tops, ovens, fridges, freezers, dishwashers, washing machines, tumble dryers, room air conditioners, vacuum cleaners
- Customers :** Hundreds of millions customers worldwide
- Transactions:** Very high volume, with two products bought per second, every day of the year

# The Electrolux Situation

Electrolux is growing rapidly and has a large dealer and distributor network

## Electrolux Parts & Dealer organization in Australia:

- Large inventory with over 250,000 individual lines of parts
- No real time visibility into parts inventory availability & pricing
- Call center staff to handle orders
- 80% of transactions were manually handled with email, phone or fax
- Large number of errors and high order processing costs
- Website procurement system was not being used by dealers



# The Netfira Implementation

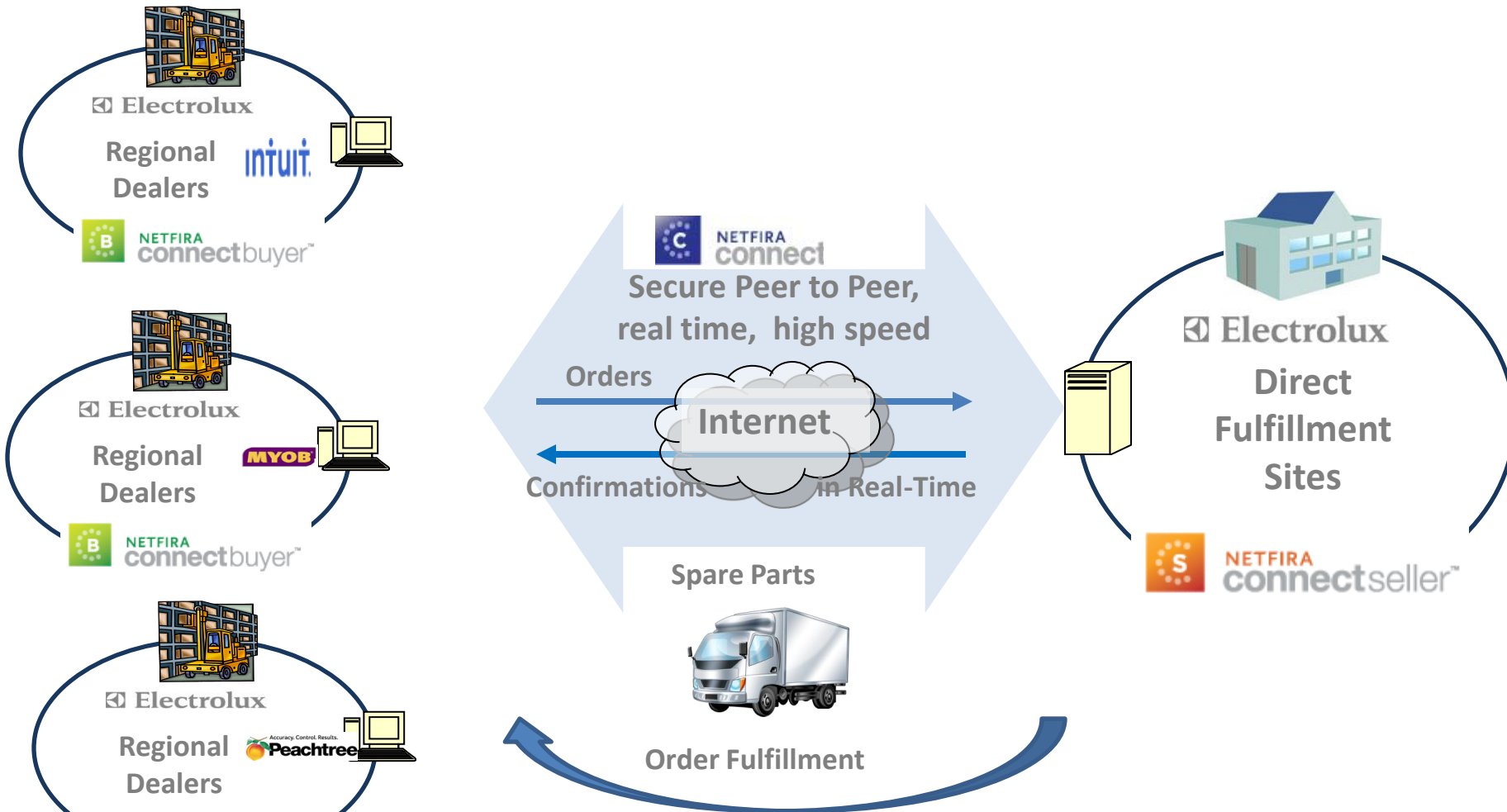
*“The Netfira platform streamlined our ordering process, resulting in lower costs for us while giving our dealers 24/7 access to the current prices and availability of our inventory.”*

**David Buck, General Manager, Electrolux**



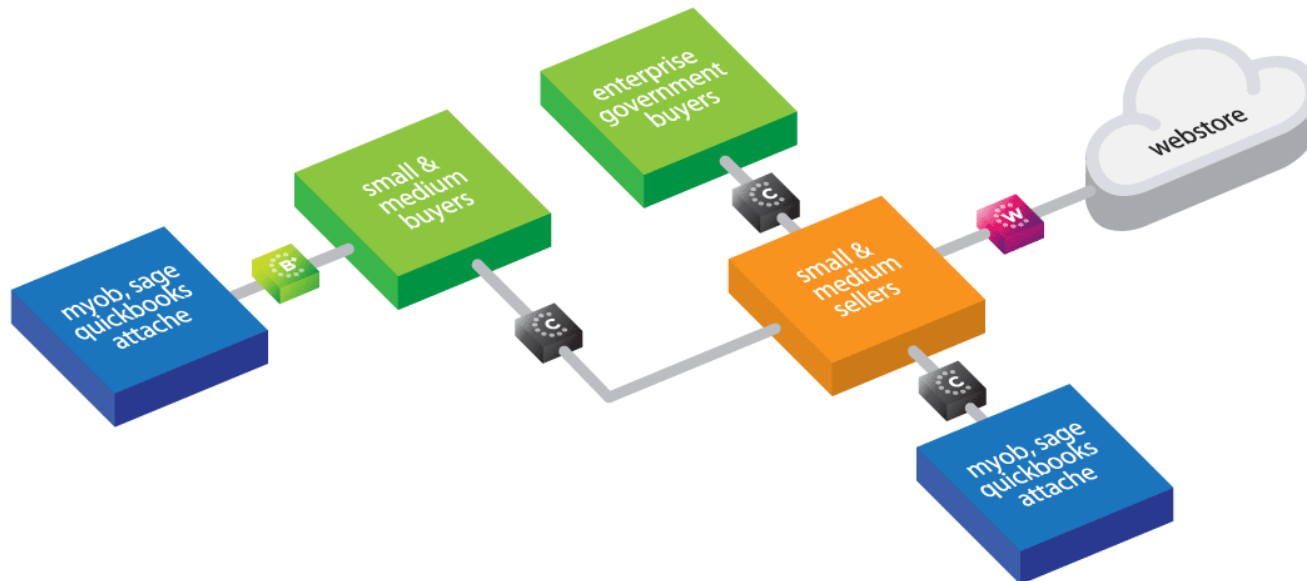
Objective	Approach	Results
<ul style="list-style-type: none"><li>• Evaluate the Netfira solution to streamline supply chain and order processing</li><li>• Link distributors and dealers for end-to-end visibility of inventory in real time</li><li>• Automate and secure order processing</li><li>• Lower inventory and call center costs</li><li>• Improve response times, ease of use and service quality</li></ul>	<p>Install and configure the Netfira solution at</p> <ul style="list-style-type: none"><li>• Electrolux’s distribution centers</li><li>• Electrolux’s dealer locations</li></ul> <p>• Installation and configuration for dealers is easy and was done in hours</p> <p>• Implementation and integration for Electrolux took little effort</p>	<ul style="list-style-type: none"><li>• 100% of distributors now use the Netfira solution</li><li>• Real time visibility of inventory</li><li>• Seamless connection of buyers and sellers</li><li>• 90% of call center costs reduced by eliminating redundant steps and staff</li><li>• 100 % of transactions are now automated</li><li>• Reduced inventory costs</li></ul>

# Solution Overview



# The Netfira Solution

A B2B solution facilitating electronic transactions between trading partners and providing buyers real-time inventory levels within their supply chain



# The Netfira Implementation

## A simple four stage process

### 1. Install

- Download in minutes
- Rich internet application
- Immediate access to from current accounting software like QuickBooks, Sage, Fishbowl, MYOB, SAP, Oracle



### 3. Search

- Search by item, description, category and catalog
- Obtain current pricing and availability
- Search using POs from buyer's accounting system



### 2. Invite

- Send secure invitations via email
- Customer accepts and installs Netfira Peer-to-peer connection from buyer to seller is now available



### 4. Transact

- Place automatic orders
- Peer-to-peer connection established
- Automatic PO is created in buyer's and seller's accounting systems



# The Netfira Solution

Netfira streamlines the supply chain by driving costs out, lowering risk and improving quality

*“In the past we have used traditional e-commerce systems, that have been either B2B portals or website shopping carts. These required us to manually upload content and customer orders, and did do not provide real time information.*

*With Netfira , we have a real time, two way, e-commerce supply chain, and we have eliminated hours of unnecessary data entry and maintenance.”*

– Joe Smith, Parts Manager Australia,  **Electrolux**





# The Electrolux Results

The Netfira solution has enabled electronic trading with Electrolux distributor and dealer networks

- Ease of installation
- 100% automated transactions
- 20% reduction in product returns
- Substantial cost savings
- 90% reduction in call center cost

# Distributor and Dealer Results

The Netfira solution has a 100% adoption rate among Electrolux distributors and dealers

- Streamlined buying and selling process with automated integration of sales orders, invoices, and purchase orders into existing system
- Faster order processing time and smoother workflow
- Reduced parts inventory and overhead costs
- Greater visibility of inventory, resulting in better planning and forecasting
- Improved dealer satisfaction

# Summary

For Electrolux and its dealers Netfira delivers the perfect fit!  
A win win situation

The Netfira implementation:

- resulted in automating over 1.2 million transactions
- completely streamlined Electrolux' dealer and distributor networks at an affordable price
- proved to be scalable and expandable, with new partner integrations quickly and easily accomplished
- revolutionized the way Electrolux markets their business to new clients



**NETFIRA™**

B2B Software Solutions

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**Connecting Buyers & Sellers in Real-Time**

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