

Online retailer benefits from connected systems and automated financial processes



Transaction handling

Analysis tools

Smarter processes

Expert services

Established in 1999, Furniture123 offers thousands of quality furniture items online at competitive prices, made possible by its low overheads. From the outset it was clear that integrated systems were essential to ensure a seamless experience for the customer and accurate delivery and accounting for Furniture123. IT Director, Julian Field explains:

"We have to track sales from the moment an order is placed on the website through the delivery process and be able to account for discounts, multiple orders, different payment methods and returns. This meant that we had to find a finance system that could integrate easily with our website database and our purchase and sales order processing system Proactis. CODA's Dream software could. In fact, since it was implemented the connection between systems has been seamless and we haven't found any restrictions in terms of what we can do with the software."

A SEAMLESS SALES EXPERIENCE

Detailed product information available to customers from the website is contained in the company's website database known as FurniturePro. Once an order has been placed on furniture123.co.uk, the order information relating to the delivery cost and credit worthiness of the customer is checked before a purchase and sales order is created and sent straight to the Proactis system.

"Many of our suppliers now work with electronic invoices, so they can be matched to orders and imported straight into Proactis which creates sales and purchase invoices for loading into Dream," says Mr. Field. "All our sales ledger and purchase ledger accounts are done in Dream."

Furniture123 deals with thousands of orders every month. Its sales ledger in Dream is organized by payment method and because most customers pay by credit/debit card, that particular account in Dream grows very quickly up to 20 or 30,000 items in a short space of time. The company is looking for a way to increase the capacity available to sort through the sales ledger more efficiently.

CUSTOMIZABLE SOFTWARE

A prepaid returns option has recently been introduced to Furniture123's offering, and is something that Dream has coped with very well. "Customers can return goods within seven days, but there is a charge of £35.00 incurred," explains Mr. Field. "Alternatively, our prepaid returns offering gives the customer the option to pay a charge of £3.95 when they place their order which means they would be able to return their item for free within 7 days if it is not suitable. Because it is a new offering, it is important that we monitor and analyze how popular it is and ensure we have accurate information on who is entitled to a prepaid return. Dream is customizable so it has been easy for us to add a function that allows us to measure the income from returns not prepaid, returns prepaid and prepaid returns not used."



JOINED UP FINANCES

Sales and financial transactions can be measured from start to finish across the integrated systems. An order number is created in the website database as soon as an order is placed and that number stays with the order and transaction right through to it being posted in Dream. This means Furniture123's finance team can sort through the system using this unique identifier to match invoices against cash. "We don't sell from stock, so it is

vital that we can link sales and purchase transactions together in this way," Mr. Field says. "We deal with thousands of transactions, many of which are for the same value so without the ability to identify a single order by a number from order to cash through the systems, the business wouldn't be able to function properly. Dream's ability to integrate with other systems, and its flexibility and scalability, have proved an invaluable tool for us and we are confident we have the infrastructure to grow the business further."

About CODA

CODA is the choice for finance professionals who need business software and services they can count on.



We provide award-winning Financial Management solutions that help organizations to streamline and automate their finance processes (from accounting and procurement to reporting and analysis) and to achieve better compliance and corporate governance. CODA applications work seamlessly with each other or independently and they integrate with other leading operational systems to maximize the return on your broader IT investment too. And our products are all underpinned by expert consultancy, training and support services, delivered by teams of experienced accountants, business analysts and technology specialists.

Founded in the UK in 1979, the CODA Group now employs around 600 people and has offices around the world to deliver easy, local access to sales, service and support. Around 2600 medium and large organizations, across all sectors, use CODA solutions to control costs, drive performance and ensure compliance, while remaining agile and responsive.