

CDA Partners With ODS To Deliver End-To-End E-Commerce Experience For Clients Looking To Maximise Online Sales

Submitted by: Sarum Consultancy

Monday, 20 March 2017

ODSNet offers CDA clients improved user journeys, simplified payments, advanced product filtering & promotions in an affordable, integrated solution

Guildford, UK, March 20, 2017– ODS UK, creators of ODSNet™, the B2B eCommerce platform for SAP Business One and Sage, has announced a strategic partnership with internet marketing agency CDA (<https://creativigitalagency.co.uk/>), a fast-growing B2B and B2C web solutions provider. CDA is already using ODSNet to deliver rich new e-commerce functionality for five businesses in the Sandhurst Group (<http://www.sandhurstautoprint.co.uk/>) of automotive supply companies.

Stuart Alldis, founder and MD of CDA, based in Hitchin, Hertfordshire, entered into discussions with ODS last autumn at eCommerce Expo at London's Olympia. "We help companies with e-commerce and marketing, and when we met ODS it was obvious they were a natural fit," he says.

Stuart started his web agency three years ago, out of frustration that other web and marketing agencies were more focused on selling their products than delivering what clients needed.

"ODS shares our philosophy around not reinventing the wheel, but using best practice to deliver optimum functionality and best value for money," he adds. "They bring the engine and chassis, and we build the rest of the car, and the result for the client – and their customers – is a smoother journey."

Joining forces with ODS means CDA can offer clients an alternative to Magento, the popular open source web platform. "Although we do a lot of work with Magento, it is a standalone solution. ODSNet integrates right through, talking to everything from Sage at the back end to labels being printed," Stuart notes. "To achieve that with Magento, you need plug-ins and for some solutions custom code."

At Sandhurst, which runs a range of businesses providing automotive supplies, CDA in partnership with ODS is providing a feature-rich, end-to-end e-commerce solution across five different operations and web sites, that will simplify user journeys. The new, improved web experience will provide more sophisticated product filtering, processing payments within the web site, targeted recommendations, relevant promotions, and multi-buy discounts.

"The rich features and seamless integration CDA and ODS can offer will appeal to any B2B or B2C supplier looking to drive more organic traffic to their web sites, improve sales automation and increase order values," Stuart says.

"We believe this partnership could be very, very powerful. Together we can go into e-commerce companies who want to take things to the next level, and let them benefit from our wide experience, confident that we'll provide the best possible solution whatever the platform. We see ourselves as more of a team than an agency. We're on our customers' side.

Commenting on the CDA partnership, David Bristow, sales director at ODS, says,

“It’s exciting that CDA has seen the potential of ODSNet, especially given their existing commitment to Magento. They understand the alternative we’re offering, because of our inherent integration with popular ERP systems, which makes it much easier for companies to handle Internet orders, and manage products and promotions. We look forward to the new opportunities this alliance will bring.”

About ODS

On Demand Solutions (ODS) is the company behind ODSNet™ an end-to-end B2B e-Commerce platform for SAP Business One and Sage. ODSNet helps wholesalers, distributors and manufacturers get their businesses online, quickly and painlessly.

The company founders have formidable, proven credentials in supply chain, accounting, ERP and fulfilment, and have applied this heritage and know-how to delivering a world-class, powerful and deeply integrated, multi-channel B2B e-Commerce platform.

ODS is passionate about helping companies change the way they sell and has developed a rich B2B platform that seamlessly delivers a multichannel e-Commerce portal without the need for third-party integrations, connectors or add ons. This end-to-end approach has helped countless organisations like Swift Electrical, American Wholesale, Armstrong Richardson and Sandhurst get their trade customers online quickly. These companies enjoy a functionally rich, consistent e-Commerce portal without any of the systems integration nightmares often associated with e-Commerce projects. More at www.odsuk.net (<http://www.odsuk.net/>) or on Twitter @ODS_UK.