



# Customer Case Study Web Store Application for Loch Fyne Oysters

## Integration of third-party Web store application drives increased sales

<b>Customer:</b> Loch Fyne Oysters  <b>Location:</b> Argyll Scotland  <b>Industry:</b> Quality Food & Restaurants  <b>Website:</b> www.lochfyne.com	<b>Problem:</b>  No interface between key operational systems.  Excessive manual input.  Risk of manual error resulting in incorrect or missed information.	<b>Solution:</b>  Automatic integration of disparate IT systems.  Bespoke web integration application.  Business framework which was focused on getting the best of the client's existing systems.	<b>Benefits:</b>  Eliminated manual data processing costs. Efficient processing of business critical data and Sales orders.  Improved efficiency and accuracy of customer.  Saved on expensive new IT purchases.
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### About Loch Fyne Oysters

Loch Fyne has 44 restaurants throughout the UK.

Restaurants, resellers and individuals can also purchase its produce from its shop, website or wholesale.

Loch Fyne is constantly growing and has recently acquired Simson's Fisheries.

Orders received online generate a single information file which then requires a large amount of manual processing to transfer the data into the back-end sales order processing and finance systems. Couple this with heavily intensive manual processes and an increase in volume, the Loch Fyne management had to integrate their shop website with their supporting IT systems.

### The Challenge

- Integrate key financial systems with third-party web store application and automate Sales Order Transactions.
- Increased transactions on their website.

### Business Issues

- Slow manual process for transferring online orders.
- Time consuming.
- Increasing manual data errors

For further details: [www.coopersoftware.co.uk](http://www.coopersoftware.co.uk) +44 (0) 1383 840700





## Customer Case Study

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### The Solution

- Creation of business framework which was focused on getting the best of the client's existing systems.
- Customized middleware was built using XML technologies and Microsoft ASP.NET®.
- Delivery of a bespoke web integration application for administration, configuration and SOAP Web Services for the transfer of data.
- Single point access for order payment status and immediate credit card approval.
- Automatic website ordering process through an import procedure linked to sales order processing system.

### The Result and Benefits

- The Cooper Software middleware eliminates a large amount of manual processing resulting in improved efficiency for the processing of sales orders.
- By automatically integrating disparate but key operational systems, orders can be processed immediately, saving substantial time and ensuring accuracy.
- The solution delivered, also allows relevant Loch Fyne users to monitor and configure the system via a web-based administration console.

- The Cooper Software solution integrates with the client's existing systems, adding value and extending its life, preventing the need to purchase costly new system replacements.
- A modern user-facing web-based management information system that enables local staff to create their own reports.

### Comments



*"Cooper Software delivered the solution on time on budget and met all of our requirements. Not only was the solution delivered but training was also provided to our staff during the development to provide us with the necessary skills to manage and build on the solution going forward.*

*Cooper Software managed the development including third-party providers who looked after the new site design and the web shop content management system that was selected. Their attention to detail, collaborative ethic and ingenuity ensured the project was delivered successfully in time for our busiest time of the year"*

IT Manager