

It has allowed us to add thousands of items without having to input them into our DDMS system manually.”

Again, Katz provides some illustrative examples: “We recently partnered with an industrial supply group. We were able to add their e-content and control the pricing; and when the customer orders, it now goes directly through our DDMS system. We did the same thing with a first aid supplier: we were able to load all their content. This capability has opened new revenue streams for us; we are not limited to office product suppliers.”

Katz credits EvolutionX for catapulting Office Central into some of its newest, most promising categories, including industrial and warehouse, facility maintenance, material handling, and arts, crafts and hobbies. In addition to DDMS, the company has used EvolutionX’s punchout capabilities to integrate with other ERP systems, which is working well.

EvolutionX’s technical assistance and customer support also gets rave reviews. “The support has been absolutely amazing,” he says. “A

great feature is the internal chat. It’s a chat with a live person, and you get a response within 10 minutes. It’s fantastic.”

Fortune Web Marketing: “Very knowledgeable, friendly and helpful”

Four years ago, Craig Cassanelli, president of Greeno Supply, West Springfield, Massachusetts, realized the company website needed an overhaul.

“We knew we should be doing more with our website,” he recalls. “We were happy with the content, but we needed to optimize it to make it more noticeable to Google so that we could get more leads.”

That’s when he turned to Fortune Web, a single-source online marketing company headquartered in Asbury Park, New Jersey.

“Fortune Web started by auditing our website, noting how we could improve the design and what we needed to do to get more leads,” Cassanelli explains. “Just because you create a website doesn’t mean it automatically gets recognized by Google. You have to map it, submit that map to Google

and avoid doing other things that lower it in Google’s search rankings. Fortune Web knows these things and understands SEO. Also, Google continues to change its rules and algorithms, and Fortune Web keeps track of this and revises the site to keep it optimized.”

Greeno Supply’s return on investment has been substantial—and verifiable. “I write blogs for the site and give them to Fortune to optimize with keywords, focusing on the products with the highest profit,” Cassanelli says. “There’s a form to fill out, and I get these. I also can tell when questions are coming based on the blog. I wrote a blog recently on industrial strapping and I got a question asking if I could price a strapping deal for 17 locations around the country.”

Despite Fortune Web’s success with the website, Cassanelli admits he initially resisted hiring the company to help with his email marketing: “I thought I could handle the email marketing myself and was using canned email blasts from vendors tied to office products, which is not our



strength or our focus. It is the weakest of our five categories.”

Ironically, he says, the COVID-19 pandemic brought this misalignment to light.

“A large group of colleges thanked us for the great service during the pandemic,” Cassanelli says. “They told us they got our email blasts and would love to give us more business by buying their office paper and water from us. It was like a slap in the face. It was great news that our email was working, getting us more customers; but the bad news was we were pushing a category we are not targeting and not very good at servicing. I realized we had a disjointed email marketing plan. You need to send the right messaging to the right people to get the right business. So I contacted Fortune Web.”

On the technical side, Greeno Supply’s e-commerce has been boosted by Logicblock’s platform,

which the company has been using since 2014. “Customers can order direct and pay with a credit card, or we can bill them later,” says Cassanelli. “The system is easy to use and understand, and I’d be apprehensive about changing.”

For all Fortune Web’s online wizardry, Cassanelli believes one of its greatest assets is its people: “They are very knowledgeable, friendly and helpful.”

Any advice for other dealers? “Look at your business figures and push the items that are most profitable and in the categories where your company can deliver,” he suggests. “And I recommend using Fortune Web.”

GOPD: “Way ahead of its time for its monthly price point”

Tom Vanhoozer, business sales consultant for Indoff Business Products, St Louis, Missouri, has been in the office products industry for 30

years and has used GOPD software for nearly 20 of those.

“In 2003, I owned an independent dealership,” he says. “I made up my mind to do 100 percent of my business with existing customers online. It was faster, simpler and easier, and I didn’t want to deal with 50 phone calls over a \$39 order.” He chose GOPD to make his hands-off dream a reality. And when he merged his dealership with Indoff 13 years ago, Vanhoozer brought GOPD with him.

“The software Indoff was using didn’t have all the bells and whistles GOPD has,” he explains.

When one considers Indoff has six divisions and more than 400 sales consultants, those extra bells and whistles are important. So too are cost and technical performance.

“From a financial standpoint, GOPD is way ahead of its time for its monthly price point,” enthuses Vanhoozer.

“Technically, the platform started out



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