



FrixXxion Launches Online Store via System Platform

Home to a variety of apparel, accessories and adult novelty gifts, FrixXxion is a growing online retailer. The team at FrixXxion prides themselves on offering a unique array of gifts, a secure checkout process and superior customer service

Challenges

Like many small businesses looking to build an eCommerce business online, the number of software choices can be overwhelming. The team at FrixXxion knew they needed a solution to manage their web content (CMS), support EDI and drop shipping and provide advanced eCommerce features, like a secure checkout process.

Highlights:

- System's integrated CMS makes it easy to create and update their website
- A 3rd-party integration with Quickbooks makes finance and accounting a breeze
- Advanced eCommerce features include a secure checkout process and shopping cart experience

“The team at System made it incredibly easy to get our new website launched. Their integrations and EDI support set us up for success out of the gate.”

Daniel Tamney - President

They also needed a solution that integrated with Quickbooks, so that orders and invoices could be tied to the customer record.

Ideally, the solution needed to scale with their business as their product line and customer base grows. Instead of piecing together a solution with half a dozen apps and plug-ins, the team sought one solution to address all of their needs.

Solution

When the FrixXion team came across System, they were pleased to learn that the platform addressed their current needs and more.

System not only provided the advanced eCommerce features that the team needed, the platform includes a built-in CMS (Content Management System). The onboarding team at System helped FrixXion by assisting with the website setup and provided a personalized training on how to use the CMS to add new products to the website.

In addition to the built-in CMS, System's platform enabled EDI ordering from their vendors and automated drop-shipping, which requires little to no human interaction when an online sale is made and an order is filled.

By taking care of the front- and back-end of their business, System helped the FrixXion team successfully launch their brand online.



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