



A-Z Safety Supply Outfits the American Worker with the Help of System

Headquartered in Fort Collins, Colorado, A-Z Safety Supply was founded by Joe Ricciardi. With an industrial retail store in Colorado that supplies the industrial worker with what they need to get the job done, A-Z Safety Supply also serves B2B and B2C customers online via their eCommerce store and customer portal.

Highlights:

- System makes it easy for A-Z Safety Supply to serve B2B and B2C customers
- System makes it easy to manage the 6,000+ products on their eCommerce store
- A-Z can run reports and segmentation of data to manage their business more effectively
- Enterprise-class features make commerce smooth for the customer and A-Z



“The integrations have taken a huge burden off of me and saved me tons of time.”

Joe Ricciardi, Owner of A-Z Safety Supply

A-Z Safety Supply has been helping keep organizations and workers safe for over 20 years.

Challenges

Given that A-Z sells directly to consumers through their retail and online store as well as other businesses, it was important to Ricciardi that their cloud-based software of choice helped them easily serve all of those audiences.

It was also important that the solution included robust integrations, like Quickbooks and ShipStation, which help to remove the need for manual data entry in multiple systems. He also needed to utilize multiple payment integrations to help him serve B2B and B2C customers.

Ricciardi also manages more than 6,000 SKUs in his store and online catalog. As a result, it was essential that the software solution of choice made it easy for him to add products to the website and in-store with little hassle.

Solution

After reviewing multiple solutions, Ricciardi chose System for its ability to help him serve both B2B and B2C customers and for its ability to streamline his operations and customer service.

The best-in-class integrations offered by System helped to unify data within the platform's built-in CRM. Customer data collected by third-party apps, thanks to System's integrations, is also brought onto the customer record. Now, Ricciardi needs to search only System for the data he needs to best serve and support his customers.

System's built-in CMS also makes it easy to add new products to their custom-branded website. The CMS also makes it easy to manage the 6,000+ SKUs Ricciardi offers to his in-store and online customers.



System Dallas
6900 North Dallas Parkway
Plano, TX 75024

1-877-467-9788
info@system.com
www.system.com

© Copyright 2018
System Inc.