

# Ironbark in Action

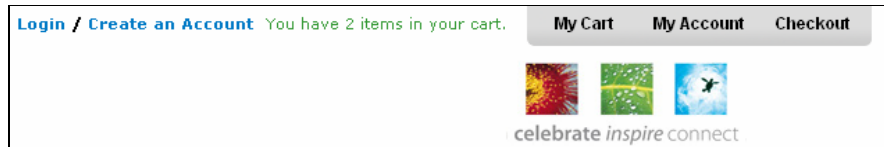
## Ironbark develops an integrated Solution for Steve Parish's Web Shop (Online Store)...



### Company Profile

Brisbane based and established in 1985, Steve Parish Publishing has been producing a range of high-quality books that showcase Australia's unique wildlife, wild places, culture, habitats and people. A dynamic, constantly evolving company, Steve Parish Publishing enlists multi-talented creative staff, best-selling children's authors, esteemed natural historians, and many first-time talents, and combines their text with a library of almost half a million images, spanning four decades, to create innovative fiction, souvenir titles, natural history guides, calendars, travel guidebooks, postcards and educational products that share the wonders of Australia with the world.

Steve Parish himself was recently recognized with the medal of the Order of Australia Medal (OAM) for contribution to the Australian publishing industry through nature photography and over the course of 40 years; he has amassed the largest privately owned photographic library in Australia.



### Business Issues

Since the implementation of Ironbark Software in 2006, Steve Parish Publishing has developed their Ironbark system through:

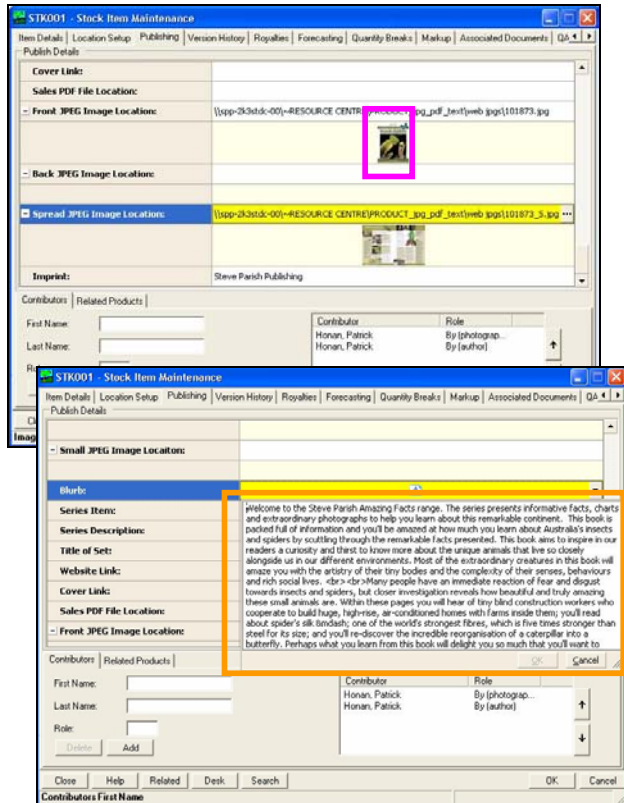
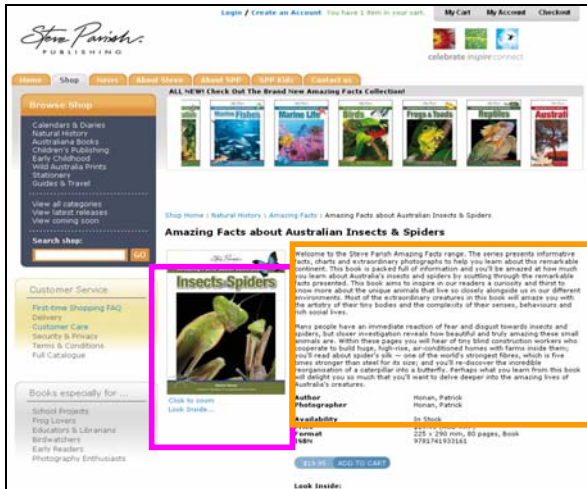
- Utilisation of mobile technologies for field sales staff
- ONYX data export development which converts data to XML (Publisher's standard); and
- EDI (Electronic Data Interchange) which allows for the electronic exchange of documents (invoices and purchase orders etc).

Since this time, Steve Parish Publishing identified the need for an online ordering method that integrated with their Ironbark system.

### The Solution

With products sold nationwide, Ironbark Software worked with Steve Parish Publishing (in conjunction with Steve Parish's web designer) to develop an online order interface which directly feeds orders into the Ironbark system.





Product info (item description, image, author, ISBN etc) for stock items is managed through the Ironbark Stock Item Maintenance program.

Changes to stock item information are updated via the Ironbark Web Shop Update program which can be run as a scheduled or manual website update process. Running this program, updates the Web Shop, with changes made in the Ironbark stock system.

Customers have the ability to 'look inside' a stock item to preview the contents via a spread image – this is also managed in Stock Item Maintenance.

When online transactions are complete, the order goes through to the Ironbark system for picking and dispatch.

## Why Choose Ironbark?

Steve Parish Publishing have identified their reasons for choosing Ironbark as:

- Ability to grow their Ironbark system with customised processes to suit their business
- Cost Effectiveness
- Ease of Use
- Effective Use of New Technologies

## The Benefits

Steve Parish Publishing have benefited from the implementation of this system by:

- Receiving orders direct to their warehouse, cutting down on third party order processes
- Receiving of real time sales figures straight into Ironbark
- Increased customer satisfaction with the availability of convenient online shopping facilities

## What the Client Says

*“This facility has enabled us to streamline our business and has allowed us to provide customers with an alternative and convenient method of purchase. This system really is an up-to-the-minute piece of software technology and we were happy to work with the Ironbark team to develop a system to suit our requirements...”*  
**Ben Wallace, Operations Manager – Steve Parish Publishing**