

## iChem - ICMS

A Case Study of Backsoft Corporation



### About the Company:

Based in Atlanta, Georgia, ICMS was founded to provide customers with a quick, easy, and less expensive way to purchase premium MRO Chemical Maintenance Products. The end goal of ICMS was to streamline the buying process for their customers by eliminating the layers of distribution and sales entities, and thereby driving down the cost of the buying transaction.

With leadership spanning over 35 years in the Industrial Chemical MRO industry, ICMS was well positioned to take advantage of the benefits offered by the Internet to accomplish that goal. Combined with the i-Chem brand of premium products, ICMS aimed to drive the provision of superior, high-quality products at a lower cost without eliminating the benefits their customers have the right to expect. In effect, ICMS is all about maximum value.

*"I have never been more pleased with a vendor than Backsoft. They have acted like they were on my team from the very first day, which was at the presentation they made to get our account and have always put us first. Their professionalism is to be admired. They do what they say they will do and everybody has fun along the way. Their customer service and constant contact to check on your happiness is what you don't see much of today. If you want your project to come in on time, they are your answer. I would recommend them to anyone building an e-Commerce company."*

**Bill Buchman**  
President

### Realizing the Vision:

With an expertise in the distribution of MRO Chemical Maintenance Products to Industrial, Municipal, Transportation, Utilities and Governmental Markets, ICMS saw a clear opportunity to become an early leader in their industry by seizing the advantages offered by e-Business. The ability to sell product, manage inventory, improve customer relationships, and decrease transactions costs for themselves and their consumers were viewed as the immediate benefits. Together, they served as the catalyst for their adoption of an Internet strategy.

Quick to capitalize on the e-Business movement, ICMS soon found themselves in the position to achieve their stated business goals and to realize their vision of becoming the leader in the distribution of their MRO products online. Today, ICMS is delivering upon a promise to themselves and their consumers on both sides of the supply-chain equation. That promise is about achieving maximum value, and has been realized through Internet computing and the increased efficiency and effectiveness that e-Business offers. ICMS seized the opportunity, and are realizing the rewards.

### Project Overview:

A principle goal of ICMS was to extend their product offering online to both their public consumers and private business partners. The public site was designed to work like a standard business-to-consumer (B2C) application. However, the private side was personalized per business partner contracts and purchasing authorizations.

Functionality such as material availability, reporting, taxation, order tracking, and administration of current and potential business partners were also included. This allowed the ICMS application to serve as a marketing and customer relationship management application as well. Together, these features provided ICMS with an impressive supply-side application designed to assist in the management of their expanding business.

## Web-Enabling SAP with bTalk:

Backsoft believes a true e-Business application must have a solid business engine behind the scenes. Deploying a web site that promotes online purchasing is easy, but running an e-business requires a completely integrated business system that handles Purchase orders, order history, recurring purchases, inventory management, workflow, and many other critical business functions.



## Company Vitals:

Backsoft Corporation  
Founded: 1997  
Ownership: Private  
Financing: Venture Funded  
Employees: 50+

## Primary Products:

Backsoft Generation™  
bTalk™

## Corporate Headquarters:

Backsoft Corporation, USA  
6960 Professional Parkway East  
Suite 100  
Sarasota, FL 34240  
Toll Free: 1.888.222.6047  
Fax: 1.941.907.6643  
[info@backsoft.com](mailto:info@backsoft.com)

## Backsoft Corporation's Contribution:

i-Chem-ICMS selected Backsoft as its' e-Business application partner because Backsoft's bTalk is the most straightforward software for web-enabling SAP R/3. When interfaced through the Internet, complex systems such as SAP R/3 allow companies like iChem-ICMS to streamline their business processes, exact significant cost reductions, and earn a quick return on their investment.

Previously, iChem-ICMS' sales process was initiated by a direct sales force. With Backsoft's bTalk software, iChem-ICMS complimented the efforts of their sales team with an enterprise-level sell-side application that incorporated customer relationship management features. This assisted in selling product as well as ensuring customer satisfaction throughout the sales process. Additionally, this application, ICMS promoted the integration of their buyers with their sales process, and increased cost savings across the supply-chain.

## Technology:

Underlying iChem-ICMS' sell-side application is the web-enabling technology for SAP called bTalk. Supporting implementations in ColdFusion, Active Server Pages, Java, and XML, bTalk allows companies like i-Chem to extend the functionality and integration of SAP R/3 to the Internet.

