

Dragons Sports Moves into Top Gear with Sage eCommerce



Specialist cycling distributor Dragons Sports has made it faster and easier for its dealers and sales representatives to order stock by implementing Sage eCommerce.

Based in South Africa, Dragons Sports is a leading provider of bicycles and cycling accessories. Already using Sage customers, they realized they could achieve significant efficiencies by automating the ordering process for its dealers and sales reps. They needed an eCommerce solution that would make it easy to search for products, check whether stock was available, place an order—and be fully integrated with their existing Sage back office system.

They selected Sage eCommerce because it met their business requirements and, most importantly, easily and seamlessly integrated with their Sage operational business systems.

"With Sage eCommerce, our sales reps can show our dealers the latest bicycles and cycling accessories in our range from their mobile computers or tablets. They no longer need to

carry catalogues around with them," said Warwick Hinkel, Finance Manager at Dragons Sports.

"They now have access to the latest stock information and can place their orders online and all transactions are captured directly into our Sage database. We can now free our staff resources to focus on other value added initiatives for the business."

Dragons Sports' dealers are increasingly using the Sage eCommerce platform to browse and buy the latest products. Approximately 15% of orders are now placed online.

Implementing Sage eCommerce has also made it easier for Dragon Sports to promote big-ticket items to its dealers. As a direct result, they have seen a boost in sales for many of its slower-moving product ranges, helping to drive incremental revenue.

Sage eCommerce

Focused exclusively on the development of eCommerce and payment processing solutions for Sage customers since 2005, Sage eCommerce has been successfully implemented for hundreds of customers across a wide range of industries, from small businesses to global organizations.

200+
Customers

\$500m+
Annual transaction volume

10+
Countries

1m+
SKUs

Discover how Sage eCommerce integrates seamlessly with your current Sage platform at <https://get.sage.com/eCommerce>.