



## Totally Integrated Solution Helps Rokenbok Make the Holidays Happy for Children of All Ages

### Overview

**Country or Region:** United States

**Industry:** Manufacturing

#### Customer Profile

Started in 1997 in Cardiff by the Sea, California, Rokenbok Toy Company designs and manufactures a radio control and construction toy system which combines technology with multi-player remote controls and plastic construction sets. Rokenbok is currently on track to more than double their direct sales over last year.

#### Business Situation

As Rokenbok grew, they wanted to add direct sales to their previous wholesale focus. They elected to do so by adding an eStore to their company's web site and selected Technology Consulting Group (TCG) to deploy Microsoft® Commerce Server. They also wanted the ability to process orders in real-time.

#### Solution

Rokenbok chose to upgrade their Microsoft Business Solutions–Great Plains® software and to migrate from Microsoft Pervasive to Microsoft SQL Server™. They added Microsoft Commerce Server and eStore Advantage from Nodus Technologies to integrate their solution.

#### Benefits

- Cost savings
- Total real-time integration of Microsoft Great Plains and web order processing
- Scalability
- Large company perception

“I truly appreciate the fact that Microsoft Business Solutions is bringing enterprise level products down to a level that is both affordable and easily implemented by small businesses. I look to Microsoft to continue this trend. We have never regretted standardizing on Microsoft products.”

*John Kiestler, Director of Information Technologies, Rokenbok Toy Company*

Rokenbok Toy Company integrates the best of construction and radio controlled (RC) toys to create a unique, award-winning, interactive play experience. Using Rokenbok's patented RC technology, multiple vehicles can operate at the same time and up to four people can play at once. In order to capitalize on demand for direct sales, Rokenbok added an eStore to their web site in 2001. This solution was based on Microsoft Commerce Server, Microsoft SQL Server; and an upgrade of Microsoft Business Solutions–Great Plains (now part of Microsoft Dynamics™). After further reviewing Rokenbok's needs, Rose Business Solutions, their Microsoft reselling partner, suggested Rokenbok contact Nodus Technologies to discuss integrating their credit card payment management solution. Ultimately, Rokenbok chose Nodus Technologies' eStore Advantage which provides end-to-end integration of web orders and electronic payments with Microsoft Great Plains. Technology Consulting Group (TCG) implemented the solution.

## Situation

Rokenbok Toy Company, a privately held company, was started in 1997 in Cardiff by the Sea, California. The company designs and manufactures an award-winning, remote control (RC) and construction toy system which combines technology with multi-player remote control and plastic construction. The goal of the company is to deliver a high quality play experience that families will play with for generations. "We get a number of adults who write us and say "This is so cool! Although I have kids, I really bought it for myself," says John Kiester, Director of Information Technologies at Rokenbok.

The company's patented multiplex RC technology enables up to four players to control up to eight remote control vehicles at the same time. Players are able to switch between vehicles with their control pad.

The RC vehicles come pre-assembled and are sophisticated electro-mechanical devices with three to four motors each. The players also use plastic girders, beams, and connectors to construct play environments such as warehouses, loading docks, and cities. Using monorails, trucks, and lifts, players can move balls up levels and down chutes. Rokenbok is an expandable system; so players can continue to add construction sets and vehicles.

While Rokenbok's primary business is selling to independent toy retailers and chains, they are also looking to grow the direct sales component of their business. In 2001, they decided to develop an eStore to use the internet as a direct retail distribution point.

From the company's inception in 1997, Rokenbok has relied on Microsoft® Business Solutions–Great Plains® as their financial software. As the company grew and moved toward increasing direct sales over the web,

they needed to continue to upgrade and expand their software solution.

## Solution

Rokenbok chose Technology Consulting Group (TCG) to manage the implementation of the solutions needed to process additional online orders. This solution was a "pure Microsoft solution" building on Microsoft Commerce Server 2000, Microsoft SQL Server™ 2000, and an updated version of Microsoft Great Plains.

As Rokenbok looked to scale up their solution, their Microsoft reselling partner, Rose Business Solutions, Inc. suggested that Kiester talk to Nodus Technologies about credit card processing integration. Kiester connected with Donte Kim, President of Nodus Technologies, at Convergence.

After exploring the benefits of solutions provided by Nodus Technologies, Rokenbok asked TCG to add Nodus Technologies' eStore Advantage to their solution. eStore Advantage is a middleware application that allows order information to be communicated between Rokenbok's eStore and Microsoft Great Plains in real-time. All systems are running Microsoft Windows® 2000 Server and have a high-speed data connection between Rokenbok's front office (which is housed at a remote data center) and the back office (which resides at the corporate headquarters located 50 miles away).

This solution saves Rokenbok time and money and has helped the company to significantly reduce errors. Time spent tracking errors has been reduced by over 50 percent.

"I love how seamlessly this solution operates," says Kiester. "It's easy to configure and as we improve our business processes, we can rapidly modify our solution without the high cost of custom programming." He also

appreciates the solution's inherent "intelligence" which alerts him to errors when they happen; thus, enabling him to resolve issues immediately.

Rokenbok is on track to process two and one half to three times the direct order volume they did last year, with half of that volume coming during the holiday season.

With only 16 employees, Rokenbok has heavily leveraged technology for both efficiency and customer presentation. Rokenbok values the fact that their solution is expandable and plans to continue to enhance it as traffic to their eStore increases.

"Microsoft adeptly manages its technology and strategic partnerships to bring together all of the different enterprise level technologies, including databases, commerce servers, and financials; as well as the tools for integrating these items," says Kiester.

"I get many customers who compare what we have done with our website to what Amazon has done with a multi-million dollar web budget," says Kiester. "That's one of the main benefits of this solution. I want my customers to see us as more than just a 16-person company. I appreciate the way that Microsoft solutions help feed the perception of Rokenbok as a major manufacturer in the toy industry."

Designed as middleware, eStore Advantage reduces the need for a custom solution and slashes the implementation time from months to days. Donte Kim, President of Nodus Technologies, says, "By leveraging eConnect technology, a core component to eStore Advantage, we are able to provide a solution that is seamlessly integrated with Microsoft Great Plains. This helps companies to optimize business operations and increase their bottom line."

"I truly appreciate the fact that Microsoft Business Solutions is bringing enterprise level products down to a level that is both affordable and easily implemented by small businesses and I look to Microsoft to continue this trend," says Kiester. "We have never regretted standardizing on Microsoft and Microsoft Great Plains products."

## Benefits

### **Cost Savings**

Rokenbok was able to implement this solution for less than half the cost it would have taken for them to build a custom solution from the ground up. It was designed to enable them to continue to expand their business without the need for additional staff, even during busy holiday periods. Where last year they had to increase administrative staff with temporary workers just to accommodate the seasonal orders, this year they are accepting more than double the order volume with the same number of personnel. In addition, the ease of configuration allows Rokenbok to modify their solution without the added expense of custom programming costs.

### **Real-time Order Processing**

This solution provides Rokenbok with the ability to integrate orders into their system in real-time rather than periodically batching orders; this yields savings of over an hour a day. This also allows them to quickly make order modifications and improves their customer service.

### **Scalability**

Rokenbok expects to more than double their direct sales business and are planning for continued growth. They are in the process of implementing gift certificates as part of their eStore offerings. They plan to use this solution to simplify the processes for purchasing and redeeming the gift certificates online.

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about Rokenbok Toy Company products and services, call 760-632-3585 or visit the Web site at: [www.rokenbok.com/](http://www.rokenbok.com/)

For more information about Nodus Technologies products and services, call 909-482-4701 or visit the Web site at: [www.nodustech.com/](http://www.nodustech.com/)

For more information about Rose Business Solutions, Inc. products and services, call 858-794-9401 or visit the Web site at: [www.rosebizinc.com/](http://www.rosebizinc.com/)

For more information about Technology Consulting Group, Inc. products and services, call 619-889-4816 or visit the Web site at: [www.TechnologyConsulting.Biz/](http://www.TechnologyConsulting.Biz/)

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## Large Company Perception

Despite having only 16 employees, Rokenbok has achieved millions of dollars in annual sales; their customers include some of the most demanding resellers in the world. "And the technology we depend on for this leverage is Microsoft," says Kiester.

## Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

Microsoft Business Solutions—Great Plains  
Now Microsoft Dynamics. GP

## Software and Services

- Microsoft Dynamics
  - Microsoft Business Solutions- Great Plains
- Microsoft Commerce Server 2000
- Microsoft SQL Server 2000

## Partners

- Nodus Technologies
- Technology Consulting Group, I
- Rose Business Solutions

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