



Trendsetting cooperation: indigosnow.de - powered by gaxsys

The new webshop indigosnow.de has been operating since November 2008. Since then, the Munich-based company has been exploring completely new paths in online trading. With gaxcode, INDIGO is the first brand to implement the most innovative e-commerce system currently available, enabling its specialist dealers to sell INDIGO products online without any additional effort.

Thorsten Schwabe, one of the founders and owners of the INDIGO brand: "Customers of a premium brand such as INDIGO are legitimately entitled to expect that our products can be purchased anywhere at any time. As our goods are sold exclusively through our specialist dealers. Our customers were often disappointed because an article was not available in the required size or colour. As we have been thinking about the idea of opening a webshop for quite a while now, yet at the same time were not willing to cheat the specialist dealer of his sales turnover, gaxcode was the ideal solution. With intelligent and simple to operate e-commerce technology, gaxcode brings together what belongs together; manufacturers, dealers and customers. In addition, the integrated product finder guides customers directly from the advertisement to the brand webshop and makes it possible to measure the success of marketing campaigns."

Gaxcode offers a complete e-commerce solution, forwarding online orders from branded webshops to the specialist dealer situated closest to the delivery address, and processing these on behalf of the manufacturer. The aim of this concept is to permanently integrate stationary trading into the brand's e-business.

With the webshop indigosnow.de the INDIGO brand offers its dealers a virtual sales room through which they can generate additional revenue. As all associated specialist dealers are able to satisfy customers' requirements online with their supply of INDIGO products, consumers can profit from an unprecedented range and availability of INDIGO products by a mere mouse click. By systematically attempting to supply the consumer along the shortest route, this not only effectively strengthens the regional dealership structure, but also results in increased protection of the environment.

The success and appreciation of associated INDIGO dealers give the gaxcode system an extra boost. "I'm making profits that I would never have made before," says Mr Reyer, owner of Reyer Sports & Fashion in Hallein. Mr Porzelius, owner of Pupille Optik in München is full of praise: "Finally a solution that is highly profitable for manufacturers and dealers alike. I'll be counting on gaxcode in the future and recommend that all manufacturers take this path towards a new era in e-commerce."