

Small Business

Smarter businesses use FileMaker Pro



In the spotlight

Client name . Evesham Solutions
Sector . Professional Software, Database and Website Development
Summary comment . Tim Walton, Chief Consultant, Evesham Solutions

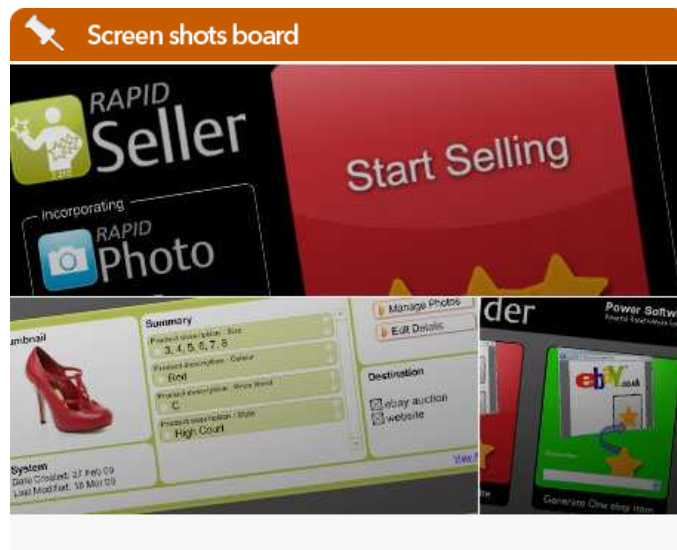
"The internet is increasingly the delivery channel of choice for thousands of small to medium businesses. Evesham Solutions spotted a gap in the market for a Content Management System (CMS) to provide sales-driven organisations with a usable and flexible tool to sell through online channels and increasingly, auction sites like eBay."

Evesham Solutions

Evesham Builds Online Auction Software on FileMaker

"The decision to select FileMaker at the heart of the 'Rapid Seller' solution was simple. Thanks to the platform we were able to build the system quickly and efficiently, slashing both development time and cost. Its robustness is second-to-none so we can be fully confident it won't let our customers down 'in the field', and the power of the solution ensures a highly functional and customisable database ideal for product evolution."

Tim Walton
 Chief Consultant, Evesham Solutions



FREE
 Business Productivity Kit
 Complete flexibility to totally manage your business

[Download Now](#)

Scale and Scalability in IT Solutions
 Tony Speakman, regional director for FileMaker in Northern Europe discusses the importance of scalability and business forecasting when investing in IT.

[Read article](#)

The client challenge...

Software house, Evesham Solutions, develops bespoke software to meet its client's exact specification. With SMBs increasingly turning to eBay and other internet sites to deliver goods to market, the organisation's founder, Tim Walton, recognised a need for a uniquely flexible content management system – one that would speed up and simplify the often laborious process of uploading and managing product information online.

The FileMaker solution...

Evesham Solutions has built 'Rapid Seller', a unique ASP.net application based on FileMaker Pro. The software significantly reduces the investment required to manage customer's online sales and marketing efforts, provides robust levels of reliability and security, and assures consistent branding across the SMB's online portfolio – from 'home' website to auction site (such as eBay).

Organisational benefits...

- ▶ FileMaker's highly customisable and intuitive platform provided the ideal environment for the fast development of 'Rapid Seller'
- ▶ FileMaker's flexibility and versatility enables the system to evolve to suit the bespoke requirements of Evesham's client base
- ▶ FileMaker's proven reliability delivers a robust and 'failsafe' platform at the heart of the 'Rapid Seller' solution
- ▶ 'Rapid Seller' customer solution slashes online investment time by over 98%

Evesham Solutions has built a reputation for providing exceptional skills and knowledge in professional software, database and website development. With a keen focus on pushing the technology boundaries to offer new and differentiating solutions to clients, the business spotted a gap in the market for a Content Management System (CMS) to provide sales-driven organisations with a usable and flexible tool to promote and sell through online channels and increasingly, auction sites.

The result is 'Rapid Seller', a unique software program transforming the speed and consistency with which businesses can upload and manage products for sale (including detailed specifications and multiple images) onto their own ecommerce or third party auction website.



Tim Walton, Evesham Solution Founder and Chief Consultant said: "The internet is increasingly the delivery channel of choice for thousands of small to medium businesses – who are also being seduced by the potential of auction sites like eBay. Unfortunately, the time needed to upload ever-changing product catalogues to the web, and then to effectively manage this content once online is significant. We see many businesses spending a lot of time away from other crucial business tasks to do so. Indeed, one of our clients was spending over 8 hours per week simply managing its online product information.

"Rapid Seller takes away this pain. As the name suggests 'Rapid seller' has been developed specifically to make the upload and management process as simple and fast as possible. Our '8 hour' client now completes these tasks in less than 45 minutes."

FileMaker is the core element of the system, which also incorporates .net, XML and web technologies. It was selected for a variety of factors including reliability, flexibility and ease of development. Tim continues, "FileMaker never misses a beat. You can always have confidence in its dependability – essential when you are utilising different technologies."

'Rapid Seller' has already been adopted by multiple businesses since its launch. A major element of Evesham Solutions business plans for the product is to build a successful network of FMP developers to act as resellers for the product, offering partners not only commission on Rapid Seller but also the opportunity to gain direct business for bespoking the product to each customer.

Tim concludes, "It is vital that we continue with the evolution of this product in order to meet the needs of a rapidly developing market – and the adaptability and customisability of FileMaker makes this possible."