



Online catalogue and SEO boosts Rosefox's web presence.



Strong online visibility and an SEO strategy means we are now back in the game.

David Harrison of Rosefox Paper talks about the real benefits of adopting Quantum VS eBusiness Software for their online web presence.



Quantum VS ebusiness delivers a phased implementation, from a simple mobile friendly SEO website right through to a fully featured online ordering solution.

The choice is yours.

The Company

Rosefox Paper is a family-run independent paper merchant, supplying the printing trade since 1982. With delivery routes spanning a wide area, from Cheshire in the South to Cumbria in the North, and across Lancashire and Greater Manchester, they needed to raise their profile and stand out from the local competition.

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David Harrison
Rosefox Paper Ltd

The problem

A few years ago, Rosefox contacted a design company to build them a website. What they received was not complex - indeed it only contained 5 pages, but for that time it gave them a basic web presence on the Internet.

Today however, as search rankings drive traffic to sites and customers use the Internet during the buying process, David Harrison (Accounts Manager) felt his site no longer addressed his online objectives.

David states "Our previous site was outdated and simply wasn't performing commercially for us!

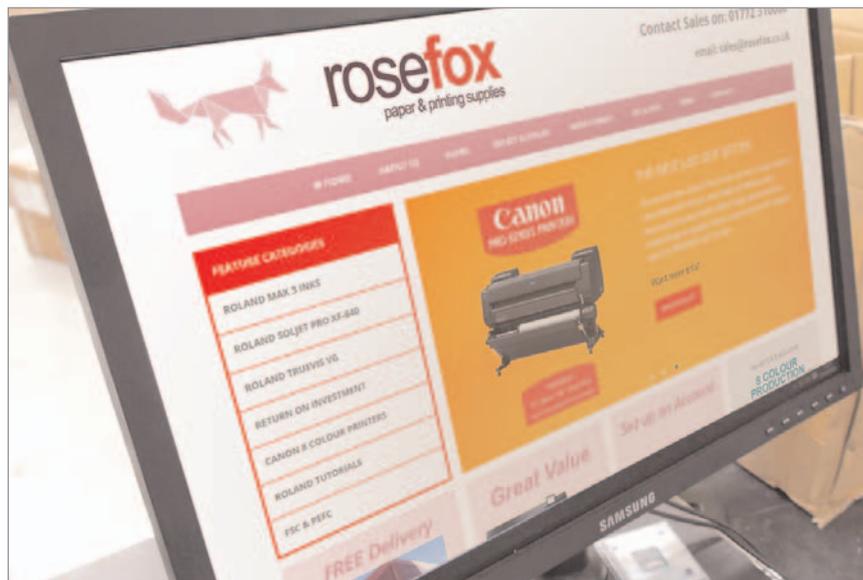
People's buying habits have changed and those of our customers too. They are increasingly using the Internet to do their research before purchasing. Our site did not adapt and display well on tablet/mobile devices, so did not rank high in Google Search results – which favours mobile friendly sites. We needed to raise our profile and attract traffic to the site from Search Engines, whilst at the same time giving visitors comprehensive product information to increase sales.”

The solution

“When we first saw EDP’s latest eBusiness Platform, which could provide us with a modern and mobile friendly site for now, we soon realised the limitations of our old site, especially keeping it up-to-date. Whenever we needed changes it was a nightmare to update. We had to pay each time to the design company and had to wait for them to schedule the work in. This became slow and protracted and obviously expensive over time.”

The Quantum VS eBusiness platform allows customers to have total control over maintaining their site and users can progress to adding account enquiries, full catalogue browsing and online ordering in their own time.

David comments “With the Quantum VS eBusiness platform, I have complete control over my website. I am able to update our site at any time, without having to go back to a design company, only for them to charge extra each time I have a requirement. The Content Management System (CMS) is so versatile and easy-to-use. I can update pages, images and content without any formal web design or HTML coding experience. For the novice, the Page Editor offers me all the functionality I need to keep the website looking fresh.



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The next steps

We feel that our web presence now conveys an established and credible company to do business with.

Having finished the new website, we have now started the process of expanding it to start selling a limited range of craft type papers, as well as enabling website customers to create a cash account. They will then be able to view their purchase history and re-order from it, quickly and easily.

[Visit Rosefox’s Website](#)

[Visit Quantum VS eBusiness Site](#)



Fully integrated. Search engine and mobile friendly. Online trading platform.

Quantum VS eBusiness can deliver a phased implementation of your website requirements. From a mobile friendly website, supporting account enquiries and demonstrating your product catalogue to a fully integrated on-line order processing system for both account and cash transactions.

About EDP Plc

Established in 1965, Electronic Data Processing Plc is the developer of the Quantum VS ERP solution for distributors and wholesalers.

EDP has unrivalled market expertise and specialise in the effective application of technology to improve business processes and increase profitability.

Quantum VS is a stateless, service based application, designed to integrate with other software, via private or public networks.

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