



Onset Computer Corporation “Logs” a Win with Lexel’s CN3!

Onset Computer Corporation is the world leader in data loggers. Headquartered on scenic Cape Cod, Massachusetts, Onset’s “HOBO” data loggers are used around the globe in a broad range of applications, from energy monitoring in Fortune 500 office buildings to scientific experiments aboard NASA space shuttles.

Onset is known for delivering cost-effective, reliable products, and their ongoing commitment to innovation enabled them to develop cutting-edge data logging hardware and software solutions.

A successful Infor ERP Syteline customer, Onset was looking to provide their customers with real-time global access to their system for product ordering and order status.

Having previously invested heavily in their website and on-line catalog, Onset needed a solution that would integrate those with Syteline’s pricing and inventory availability. CN3, by Lexel Corporation, answered the call. Providing best-of-breed functionality and real-time integration to Syteline, Onset’s customers can now order product and check order status 24x7. CN3’s functionality supports both protected dealer (B2B) and consumer (B2C) functionality. Essentially, CN3 seamlessly connects their on-line catalog with Syteline’s business logic and database. Orders just “appear” in Syteline!

Brock Phillips, Onset’s Web Manager says:

“CN3 has been especially effective in allowing our dealers to place and track large orders at all hours. Lexel’s support in the area of B2C sales and for our dealers (B2B) has been crucial, as this is large portion of our business.”

Further, “Feedback from customers has been positive overall and total combined B2C and B2B web orders now account for a full 25% of total company sales with an average growth rate of 20% per year. As a nice side-effect of installing CN3, we have seen a drop in calls related to order status as that information is now accessible directly to customers via the web.”

Moving forward, Onset expects more domestic and international orders and satisfied customers because of Lexel’s CN3.

Now that’s “Logging” Success!

Lexel Corporation

532 Broadhollow Rd • Suite 125 • Melville, NY 11747 USA

Tel. 631.501.0700 • Fax 631.501.1930 • www.lexel.com