

# Axis Global Partners' Superior Service Makes MAG Wholesale a Customer for Life

## SUCCESS STORY

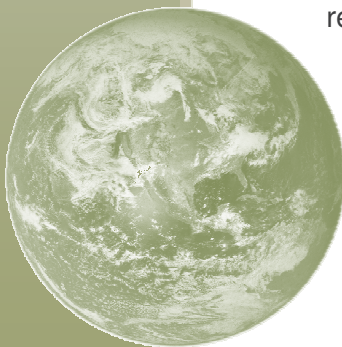
**Industry:**  
Wholesale Distribution

**Company:**  
MAG Wholesale Corporation  
www.magwholesale.com

**Problem:**  
MAG Wholesale Corporate moves at a very fast pace and they needed a solution provider that could keep up with their business needs.

**Solution:**  
Axis identified MAG Wholesale's critical operational areas that needed prompt attention and went to work on upgrading the system to equip them for their anticipated growth.

**Results:**  
With an upgraded system and real time data MAG Wholesale is able to enhance customer satisfaction and retention as well as become more organized, efficient and competitive in their industry.



MAG Wholesale Corporation, (MAG) a family-owned wholesale distributing and exporting business, has been serving South Florida since 1976. Specializing in automotive goods, they also provide service stations and dollar stores with paper products and toiletry items. Their customers include global exporters and local businesses.

### Searching for 'Above and Beyond' Service

Albert Gonzalez, President and CEO of MAG Wholesale, began looking for a solution provider who would be responsive to his business' time sensitive needs. Albert explains, "Our industry moves at a very fast pace so we cannot afford to wait for service. We need someone that is not only knowledgeable, reliable and trustworthy, but provides timely response."

MAG found this level of service and expertise in Axis Global Partners. Albert continues, "Since day one we knew we were in good hands with Axis and are appreciative for Sage referring them to us."

### Stocking Up to Prepare for Growth

In addition to providing MAG with timely service, Axis Global Partners has expertise in



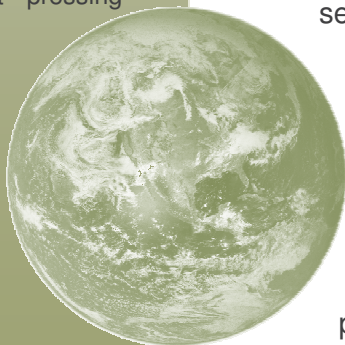
the distribution industry and its unique needs. First, Axis helped by obtaining an understanding of MAG's specific transaction flows and identified critical operational areas that needed prompt attention. "We analyzed and catalogued their existing customizations in order to assess how well they met their business strategies," stated Manny Buigas, Principal at Axis Global Partners. "With this completed, we then upgraded their database and software to position MAG to maximize the functionality of their business management solution and equipped them to address their anticipated growth."

Serving a broad customer base across a global marketplace presents challenges such as sensitivity to price fluctuations. Taking a proactive approach, Axis Global Partners developed a



**Axis Global Partners** is a team of certified business consultants serving small to mid-sized businesses throughout the United States, Canada, Latin America and the Caribbean. We improve our clients' top and bottom lines with automation solutions that increase profits, decrease costs and pay for themselves in the shortest period of time possible.

Our company is led by industry experts specializing in business processes and solutions. We brainstorm all possible improvements to fit your business needs and close the gap between potential and actual performance. We inspire trust by taking responsibility, acting ethically and encouraging honest and open discussion while focusing on your most pressing challenges to deliver innovative and effective solutions.



“Axis resolves my problems, and that’s what I need. Axis has consistently provided better service than I have ever received...I cannot praise their efforts enough.”

customization allowing for automated, real time import of pricing data. Having this ability ensures that MAG remains competitive with their pricing and is able to continuously improve profitability.

“The thing I like most about Axis is that they are there for their customers,” Albert commented. “I can remember a time when one of our servers crashed which caused our business to come to a halt. When I called Axis and told them that I couldn’t operate they stopped what they were doing and fixed our server. If it was not for Axis’ above and beyond service we would have been down the whole day costing us thousands of dollars.”

### **A Commitment to Customers**

“Customer service is embedded in the DNA of our company,” Manny Buigas says. “MAG Wholesale has grown significantly in the past three years, and we are committed to continuously learning about their business and its needs in order to provide help them enhance customer satisfaction and retention even further. Axis Global Partners’ service philosophy is to develop customers for life, we make sure to learn the ins and outs of each company and demonstrate that we are committed beyond the scope of the initial project.”



Albert Gonzalez praises Axis Global Partners for their excellent customer service by saying, “Axis resolves my problems, and that’s what I need. Axis has consistently provided better service than I have ever received. Every improvement we request or challenge we put in front of them is addressed in a thought provoking and timely manner, and I cannot praise their efforts enough.”