



# Case Study

Show Circuit Online Sales

axiatp



# Introduction

In this fast-paced world, being on top of your technological game is what it takes to get ahead.

With so many pre-packaged software options available, you would think there was one for every type of business. But even today, when we think we've seen it all, some businesses are proving too unique for pre-packaged software to handle their processes.

Take Show Circuit Online Sales for example—the leader in current livestock production—selling livestock online to thousands of customers.



# The Challenge

When Show Circuit Online Sales (SC Online Sales) was being formed, they knew there wasn't any off-the-shelf software available to fit their needs.

Livestock auctions have a few unique requirements that a pre-packaged solution wouldn't be able to accommodate, like horse-race style bidding with specific bid increments for each of the different livestock types, and a visual layout that was both clear and easy to use for bidders and the team.

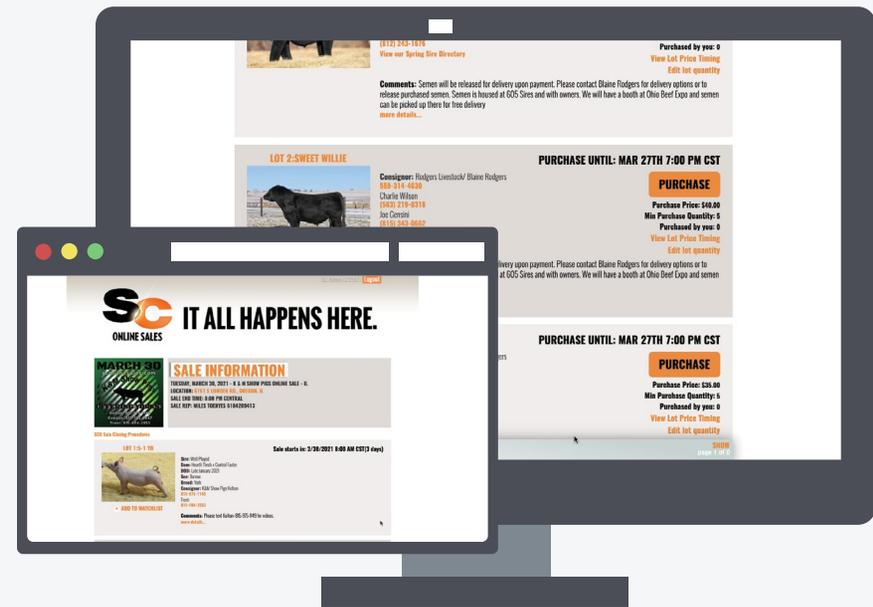
The team behind the successful auction house had a vision of exactly what they required, and they came to AxiaTP's custom software development team to make that vision a reality.



# The Solution

Given there was nothing else on the market that would support SC Online Sales' needs, AxiaTP built a custom, simplistic online bidding platform similar to how eBay functions.

As an end user, the site is exceptionally easy to use. After filling out a simple registration form to acquire a bidding number, users can view upcoming sales and livestock information, and bid on an unlimited amount of sales.



The site can also be easily navigated on a mobile device. More than 50% of SC Online Sales' traffic comes from tablets and phones. Users can pay for their won lots directly on the secure site; it's that easy!

# The Results

The results of this custom software have been amazing! In 2015, there were just over 4,600 registered users who made 42,000 bids. Compare that to more than 10,000 registered users in 2017, bidding almost 220,000 times!

With 3.5 million page views in the first four months of 2017 alone, those statistics aren't surprising. But what is? The page views for the same period of 2018 had already tripled to 9.3 million.

"[AxiaTP's development team are] great people to work with and very helpful and efficient."

- Dave Guyer, General Manager  
Show Circuit Online Sales



200,000+  
bids in 2017

10,000+  
active users

9.3M+  
page views in Q1 of 2018

# Are you ready to build your custom software?

When you have a business that isn't like other businesses, you can't use software that is like other software. You need something as unique as you are, that can grow with your business and support your business as it does.

That's why custom software can be a critical component of your business so you can scale and grow the way you need to.

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