

# AudioGO

AudioGO, formerly BBC Audiobooks, is a leading publisher of unabridged, best-selling audiobooks. They have won numerous awards, including the coveted "Audie" for Audiobook of the Year and the Ben Franklin Award for Best Nonfiction Audiobook. AudioGO directly supplies libraries across North America with their products, and created the Library Partnership Program which aids libraries in reducing costs while increasing their audiobook collections.

Before partnering with Innovate E-Commerce, AudioGO was not using Electronic Data Interchange (EDI), a system which most large libraries-- and even small ones-- use to place and manage their orders. AudioGO was faced with the challenge of meeting the requirements of their rising client base, and accommodating the needs of their customers.

AudioGO needed to look no further than Innovate E-Commerce, whose price and flexibility put them at the top of the list for AudioGO. David Earle of AudioGO noted that "Innovate offered the functionality to meet our customers' demands. Working with them has been extremely easy and helpful—they are a vast pit of knowledge when it comes to EDI, and they can always answer any of our questions. We did not know much about EDI, and Innovate really helped and guided us."

After partnering with Innovate, AudioGO was able to offer EDI to their customers, and also meet new challenges and customer requests with confidence. "Innovate has a solution for everything," Earle says, "they have an excellent turnaround time, and we feel confident that we have an excellent resource that can handle the various and complicated requests from our customers."

Innovate implemented flexible, cost-saving solutions for AudioGO, and Earle contends that "the technology Innovate provides is great—but the people are even better. The overall service is excellent, and I enjoy working with everyone. As a company, we appreciate the top-notch service and communication that Innovate provides, in addition to their quick and flexible solutions to our customers' issues."