



# Case study



The BALANCE Saddle Company Ltd

01306 711 258  
[www.cmsystemdesigns.com](http://www.cmsystemdesigns.com)

## Overview

The BALANCE Saddle Company Ltd are a UK based company who focus on equine wellbeing.

They provide information, education, and an extensive range of unique, horse-friendly saddles and associated equipment.

## Challenges and objectives

We were approached by The BALANCE Saddle Company to replace their existing website with a new site featuring a more contemporary look & feel, better e-commerce solution and improved navigation. The project was distinctive as it combined both an e-commerce platform, together with an educational knowledge base.

As BALANCE sell saddles and accessories all around the world, it was important to build a robust e-commerce solution that would streamline the order process and make it intuitive wherever the customer is based. BALANCE also maintain a global network of equine consultants and the system was designed to help support and facilitate their work.

We built a 'single-point-of-truth' system that keeps all the data in one place and unifies the order workflow. This ensures that decision makers and company staff can get to their sales and educational information efficiently and get a clear overview of the whole business via one secure portal.

As with all of our bespoke systems, it was developed to provide a good foundation for future automation to increase business and process efficiency.

”

**I am happy to recommend CM System Designs to other businesses who are looking for reliable, creative and knowledgeable people to create bespoke systems ranging from those that are relatively simple for sole traders and small business, right up to big corporations who need complex solutions for their businesses**

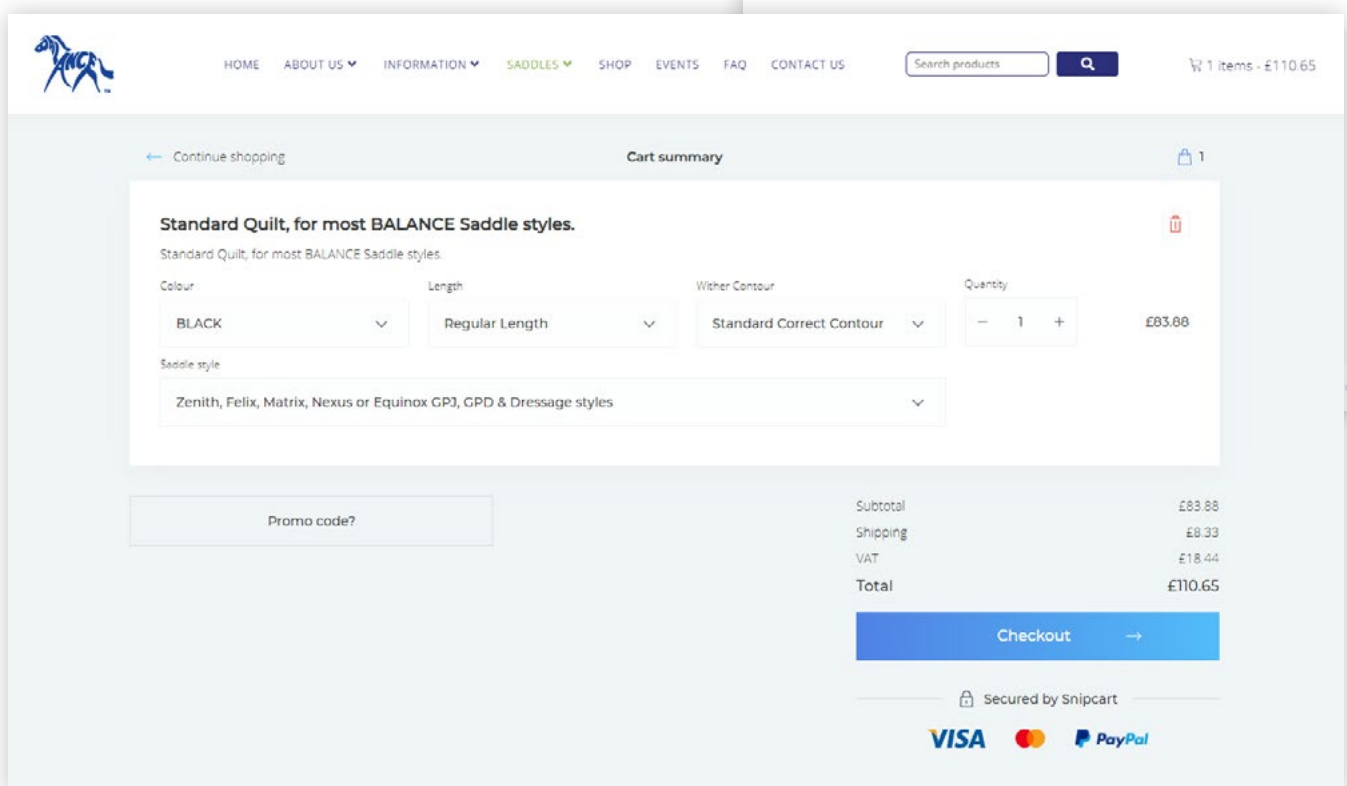
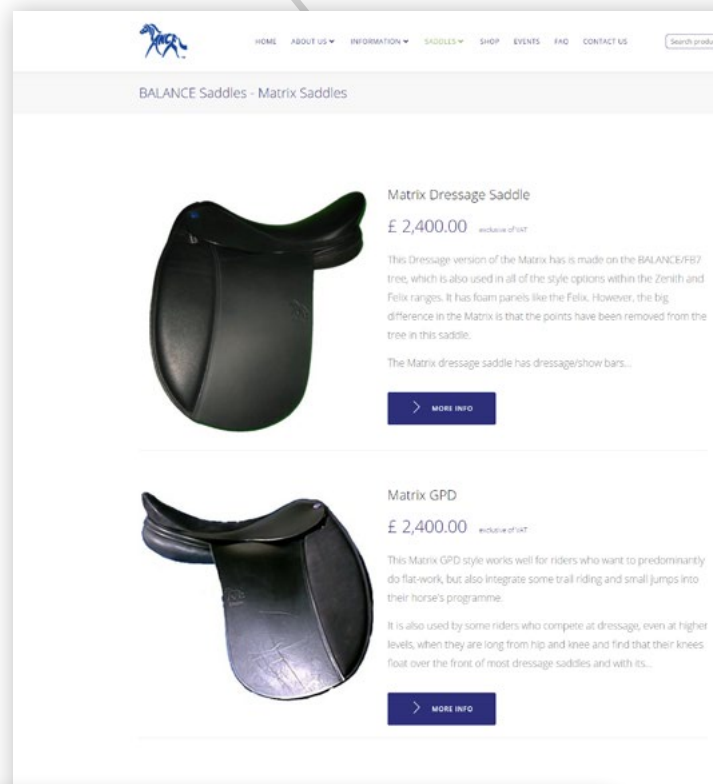


## Our solution

We developed an e-commerce website which allows clients from all over the world to purchase saddling equipment. In it BALANCE administrators can manage the full cycle of the purchase process, along with managing promo codes, discounts, special offers, tax and delivery calculations for international as well as UK orders.

We integrated Stripe as the online payment platform along with Snipcart for the processing of the shop's basket and checkout process.

During Covid lockdowns, BALANCE staff were able to carry on working remotely, as much as was possible given the supplier chain limitations, due to the 'single-point-of-truth' foundation of the system.



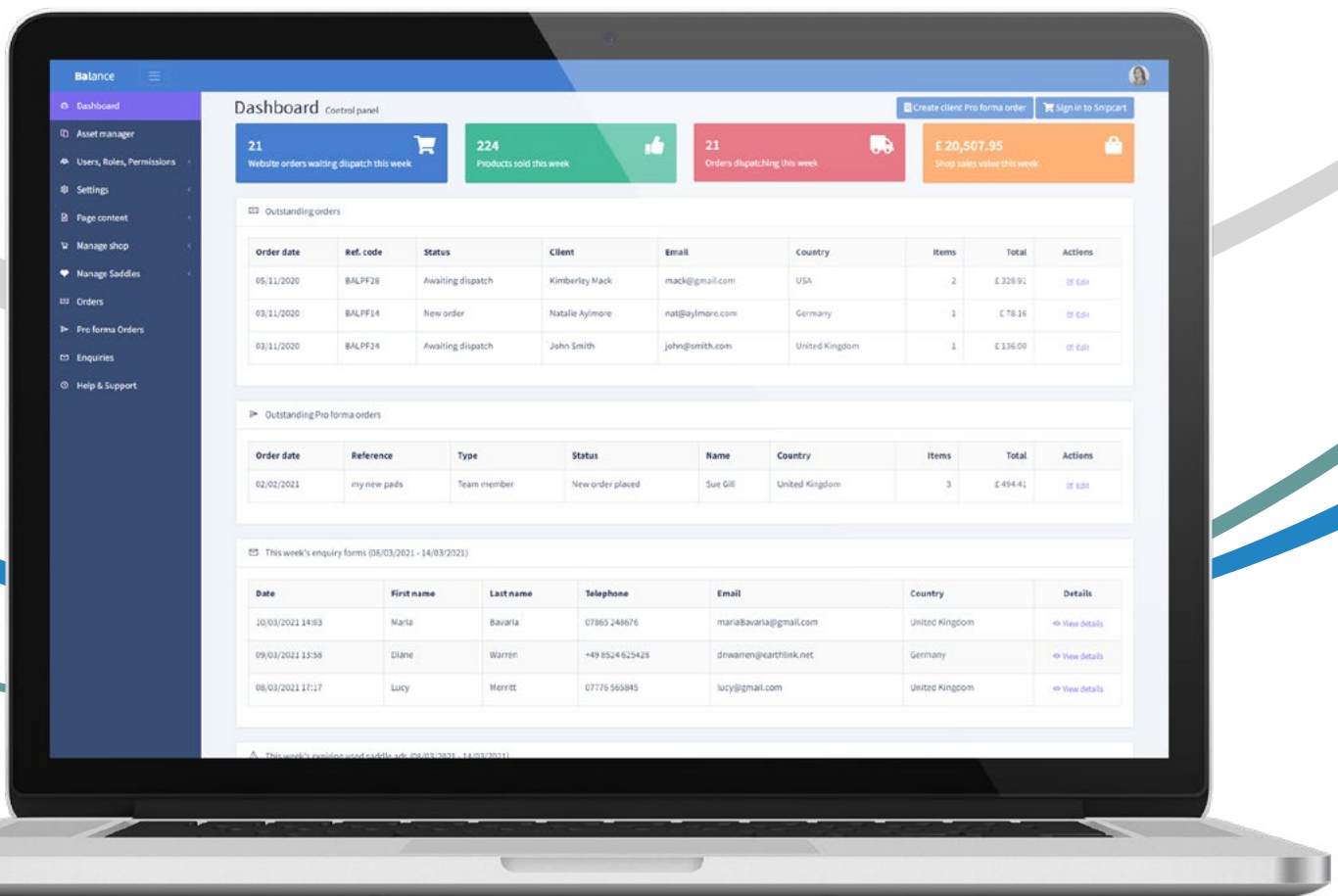
## Results

The resulting system has greatly improved both the end-user experience and efficiency of the back-office management process.

The website information portal is growing on a daily basis, as BALANCE administrators are building up the archive of equine wellbeing knowledge base.

Visitors from all over the world are showing increased interest in the BALANCE ethos and products.

**BALANCE administrators can manage the full cycle of the purchase process, along with managing promo codes, discounts, special offers, tax and delivery calculations for international as well as UK orders**



## “ Client quote

*“Our site is a little unusual because it has to combine a good ecommerce platform with the educational side of our work.*

*CM System Designs took the time to drive up to our offices in Buckinghamshire and spent time looking at our process and products; and finding out how we work and getting a feel for the ethos of the work we are involved in.*

*They then produced a proposal for us, which took into account the fact that our budget was not huge for what was actually a pretty big project. Their knowledge and experience made it possible to come up with a workable plan of action.*

*I am happy to recommend CM System Designs to other businesses who are looking for reliable, creative and knowledgeable people to create bespoke systems ranging from those that are relatively simple for sole traders and small business, right up to big corporations who need complex solutions for their businesses.”*

**Lesley Taylor-Brett**

*Co-founder & Managing Director*

**Their knowledge and experience made it possible to come up with a workable plan of action.**

## Future plans

Some of the possible future developments under consideration are:

- Sell saddles online including an automatic commission system for consultants.
- Integrating the shop into their accounting solutions, so that each purchase automatically generates an appropriate invoice.
- Develop a 'Consultant area' where they can manage all of their BALANCE related appointments and orders.
- Develop a secure 'Client area' where clients can manage their interaction with BALANCE.
- Develop an online 'Distant consultation' through the site.



We can provide low-cost, bespoke, web-based solutions to make your business more **efficient**, more **responsive**, more **secure**

**01306 711 258**  
**[www.cmsystemdesigns.com](http://www.cmsystemdesigns.com)**



**We'd love to hear from you**