Situation
- The organization offers thousands of products to the construction industry with very short turn-around times
- There is an 800+ page printed catalog that is updated and produced every 2 years with 9 months of lead time required for updates
- Additional supplemental catalogs are printed to introduce new products between catalog printings
- The existing website lacks the ability to
  - Display specific products to different sets of users
  - Integrate with the back-office order management and fulfillment system
- The amount of work required to maintain multiple independent catalog files, PDF catalogs and a fully functional e-commerce system would be a potentially unmanageable strain on resources from both a time and cost perspective

Objectives
- Design and launch a database portal that supports a streamlined catalog development process
- Develop templates to help produce the main catalog through a central database
- Develop the capability to produce print-on-demand mini proofing catalogs for specific customer and prospect groups
- Develop a system that can integrate updated information through batch files

Approach
- Architect the overall customer experience feedback strategy and associated • Analyze the needs of the master database and catalog system
- Develop the data models and requirements to orchestrate print catalog production, e-catalog production and the e-business platform; and also to allow for batch file data feeds into the back-end system
- Develop web design concepts based on the completion of a creative brief
- Develop and integrate a customized SEO strategy and tactics
- Develop templates for the website, e-commerce, and printed catalog
- Migrate the data from the existing catalog into the database
- Update all content with the most current product data, information and images
- Roll out the e-commerce system and publish the new printed catalog
- Integrate website and back-end system by developing data outputs and inputs (to and from e-commerce/existing back-end) and automating batch file processes
- Provide ongoing SEO and technical support

Results
- Drove more traffic to the site within the first 6 months of launch than the old site had in the 5+ years previous
- Increased search engine performance from appearing on the fourth page of search results to the first page; second position performance for like terms
- Orders increased by more than 600%
- First post-project catalog took 25% of the time of prior catalogs
- Helped grow the business enough so that it required three warehouse moves and one expansion to handle increased demand
- Full e-commerce, customer portal and ERP enablement project immediately followed as a result of this project's success