

## 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