



CASE STUDY

Increasing Online Sales with Personalized Pages

Client

A Fortune 10 manufacturer and one of the world's largest information technology companies

Business Challenge

The Client sought a replacement for their existing inflexible and expensive online ordering system. In its place, they wanted an ecommerce application that would increase online sales for their corporate customers by providing them with customized, even complex, purchasing sites. Moreover, the new application needed to keep support and maintenance costs low and tie into all of their existing back-end fulfillment and ordering systems.

Solution

Direct Alliance deployed a customizable web application to take advantage of the Client's current back-end sales infrastructure. This enabled easy creation of personalized web sites for each corporate customer, and reduced the cost of operation by providing utilities tools and placing as much of the maintenance as possible into the hands of business and operations personnel.

Using customer-defined requirements, the application provides exceptional flexibility, ease of use and customization capability (security and permission rules). New customer sites can be created with a few entries into a utility and are available for use immediately. The application also supports every stage in the purchasing lifecycle, from creation of a quote to conversion of an order to checking order status and finally to reviewing invoice history.

Metrics

From an initial launch with three hundred customers, there currently are more than 6,000 customer sites representing more than 70,000 user accounts. More than \$200 million in revenue has been generated through the application. Programmer maintenance hours are approximately 80% less due to users being able to customize and modify the sites.