



R.B. Zack & Associates, Inc.

Case Study: Gehr Industries eCommerce Store

Founded in 1965, Gehr Industries consists of four divisions that engage in the manufacturing and distribution of lighting systems, industrial supplies, electrical wire & cable, and related products throughout the United States and Canada. Gehr's Milspec Direct engages in the sale of electrical and industrial supplies through eCommerce.

Challenge: Transform a Poorly Functioning Shopping Cart to Full-Featured eCommerce Experience

Gehr's Milspec Direct already had a web presence and a Shopping Cart solution. Their east coast hosting company was difficult to reach and slow to respond to their change requests. Adding to their frustration, Gehr had no administrative access to their site and waited up to three weeks each time there was a product or price change. They wanted an eCommerce site that offered a secure and flexible shopping experience for their customers, while also allowing them full access to administer and modify the contents.

Solution: Full Service eCommerce Website

RBZ&A began with AbleCommerce, a well-respected eCommerce Platform with outstanding user interface and admin capabilities. We tailored the program and features to Gehr's industry and client needs and provided them full administrative access to product maintenance. We also assisted them in the selection of a new hosting company that is responsive to their requests and capably supports their program. Gehr Milspec Direct now has a modern, attractive, and secure eCommerce website with full control of its content.

Results:

- Attractive, easy-to-use eCommerce site
- Gehr has complete control of site contents and administration

Technologies Used:

- AbleCommerce
- ASP.NET 3.5
- C#
- SQL 2005
- Visual Studio 2008
- Windows Server 2008

For more information,
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