

Case Study: Byler Rivet Supply

Client

Byler Rivet Supply is one of the largest rivet suppliers in southern belt. The Company carries enormous inventory from variety of manufacturers. Currently they have over 300,000 types of products in their 30,000 square feet warehouse in Irving, Texas. The Company is known for its quality customer service, competitive pricing, fast service and dependability.

Challenge

Rivet is one product with over 100,000 variations to choose from variety of manufacturers. It meant that the normal ordering practice was just not be effective enough online. A new system needed to be built to assist Byler Rivet's customers narrow their choices from a series of detailed product specification questions. The competitive advantage for Company would not come from an ordinary cataloging system, but from time to order and how fast customers could narrow down product choices.

Solution

ISHIR developed a unique catalog system with a built-in intelligent engine to accept logical design/specification/parameters from customers online to make their experience of products easy and productive. What previously would take several hours and a lot of paper catalog to review could now be completed within minutes. From a sales perspective, a network of sales representatives could now manage their customers online and provide continued customer service to their accounts from a convenient web-based user-friendly user-interface. Sales Managers could now track sales leads through a work flow tracking system built in the web application and review lead management reports of sales representative online in real-time. It meant a sales representative will be linked to a customer automatically and will avail of automatic ordering updates, request for quotes/information/pricing and catalogs from their sales representative areas.

Results

Our client summarizes the solution in their own words. They said "What we wanted was to offer our customers a secure platform to make it easier for them to work with us instead of with our competitors. Doing business with us is now easier than doing business elsewhere." says the Owners of Byler Rivet.

Technology

Byler Rivet Supply product catalog application and lead and customer management solution was developed using on Microsoft technologies using ASP.NET as the presentation layer, business logic has been written in COM and SQL stored procedures and was built on Windows Server with Microsoft .NET SDK and using Microsoft SQL Server as a database.