Case Study 4: Home/Hardware Retail

INDEPENDENT RETAILER ORDER SITE FOR PRODUCT FROM CORPORATE DISTRIBUTION AND MANUFACTURING FACILITIES

PROFILE

Home/ Hardware Retail company has 4100 retail locations. All member stores are all independently owned and typically carry their own name, but may also include the corporate name as a part of the store signage. Each store is serviced from one of eight corporate distribution centers around the United States but can also get products directly from the manufacturer. In order to offer lower prices to their consumers, the stores have joined together as part of the Corporate cooperative to buy in huge volume.

CUSTOMER CHALLENGES

- 4100 stores ordering 24 hours a day, seven days a week, no down time

- Real time updated credentials of users

- Needed a cost-effective, easy to use, tracking solution

SOLUTION

An order site that allowed users to place customized product orders with corporate branding. InVision Data's solution also allowed both corporate and the individual retailer to track orders with hot links to the shipper. In some cases, the actual product customization was viewable online, increasing order volume from individual stores and shorter time between re-supply orders.

BUSINESS RESULTS

- Both retailers and Corporation are able to track orders

- Convenient interface and reporting call center and retail personnel

- Real-time inventory, shipping and customization information

> "We selected InVision Data for it's sophisticated technology and experience in custom software solutions. Their team was so easy to work with and their customer service was top notch. InVision enabled us to provide a turnkey solution for our stores that maximizes productivity and enhances reliability at an affordable price. It was exactly what we needed."
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> *-V.P. of Operations and Distribution*

In 2007, Home/Hardware distributor requested a process which would allow it's member retailers to order products and services. The solution would need to allow for client side customization with real time graphic display of the customized product. The User Interface would need to work across all OS platforms and without client side software. Real-time order tracking with hot links to shipping portals were required. The company also wanted to be able to escalate orders once they were placed so they could "leap frog" other orders ahead of them to meet requested shipping dates.

Home/Hardware distributor selected InVision Data to design it's web solution to meet it's needs. InVision Data integrated real-time order, shipping and escalation data with the company's intranet. This allowed users familiar with the existing systems to easily obtain and research new order and tracking information. "...this is just what we needed to keep our owners able to place orders when they want to and we don't have to add more resources," says the V.P. Operations and Distribution.

InVision Data helped the Home/Hardware distributor meet the order process need quickly, getting them started with a robust solution able to process orders accurately with their branding. InVision data brought powerful and sophisticated functionality to a high end web solution, on time and under budget.

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