

dCHAIN eCommerce Case Study

Alamo Iron Works

Company Profile

Alamo Iron Works (AIW) is a diversified company whose services range from sales of industrial supplies and steel services to advanced database publishing solutions through its subsidiary, AlaMark Technologies. AIW's industrial supply business generates 70% of its corporate revenues through sales of thousands of maintenance, repairs, and operations (MRO) items. The company's steel services include steel fabrication and a steel service center.

AIW's subsidiary AlaMark Technologies grew out of internal AIW efforts to build a world-class automated database publishing system to speed creation of timely product catalogs. Today, AlaMark's solution, SupplyConnect PRO, is used by scores of distributors.

Challenges Faced

- **Speed creation of a web product catalog for industrial sales.**
- **Expand customer access to up-to-date information on-line.**
- **Lower catalog distribution costs.**

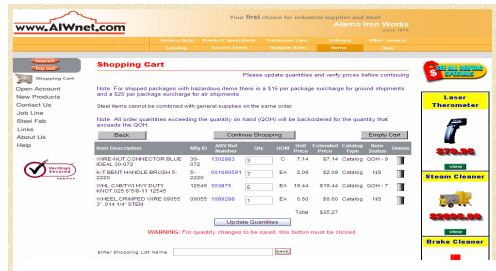


AIW Home Page

Advances in Web and publishing technologies have changed how customers want to access and view product information. In place of printed catalogs, many customers now want to review and order products online.

For AIW, this meant finding a way to display lengthy product catalogs electronically and making the electronic versions easy to navigate. Not only would this benefit customers by offering them faster, easier access to product information, but it would also reduce AIW's costs for printing and distributing catalogs.

Success Strategy



AIW Shopping Cart

"The integrated dCHAIN eCommerce and SupplyConnect PRO solution enables us to intelligently generate print and web materials automatically," says Rudy Fuselier, Executive VP of AIW. "AIW can leverage the wealth of information in its product database to quickly create web catalogs supporting our ongoing sales and marketing efforts."

Product information, such as pricing, photos, and illustrations, can be pulled from a secure AIW database within AlaMark's SupplyConnect PRO into dCHAIN's eCommerce solution. DCHAIN's B2B e-commerce platform is the foundation for an e-business strategy to more rapidly move information to AIW's existing clients in their website.

Results

The creation of AIW's eCommerce platform, using dCHAIN's eCommerce brings expanded customer choice, greater customer service, industry-specific content and business community to one site, controlled by the distributor and based on its current business models. This allows AIW to streamline relationships, cut costs, create a free flow of customer information, and maximize competitive advantage.

The automated processes translate into substantial savings each year and allow AIW to update product information as needed, providing customers with easy access to timely product data. In addition, AIW can use dCHAIN eCommerce software to easily upload information on the Web. They can ensure their customers have constant access to updated product information.

"dCHAIN eCommerce has resulted in an 30% increase in our sales over paper catalog's alone and the revenue is growing each year," said Rudy Fuselier, Executive VP of AIW.