CASE STUDY:

REQUEST A QUOTE, CATALOG ONLY
E-COMMERCE STORE WITH
OVER 10,000 SKUS









949.218.9600 30251 GOLDEN LANTERN STE E187 LAGUNA NIGUEL, CA 92677



ABOUT THE CLIENT: WIREMASTERS

WireMasters has stocked and distributed mil-spec wire and materials used to make wire harness bundles found in airplanes, helicopters, unmanned aircraft, aviation wire, ships, missiles, bombs as well as military ground vehicles. This includes factory direct and fully traceable Mil-spec wiring, BMS and EN specification hook-up wire, and cable from QPL manufacturers.

They have over 10,000 items in stock, with certifications and test reports that are available for same day shipping from multiple locations to help meet your critical deadlines and AOG situations. If you need a customized wire product, WireMasters offers a wide variety of value-added services.









E-COMMERCE OBJECTIVES:



RFQ eCommerce functionality, adding multiple items to a quote



Custom integration into Salesforce Partdot CRM marketing manager



Built in SEO funtionality for title tags, keywords, friendly URLs at the product and product image levels



Advanced product drill-down searching by keyword, category, and sub-category



Google eCommerce anaytics functionality to track product listing and details page visits



Display a grid-style layout of products and custom fields as rows and columns







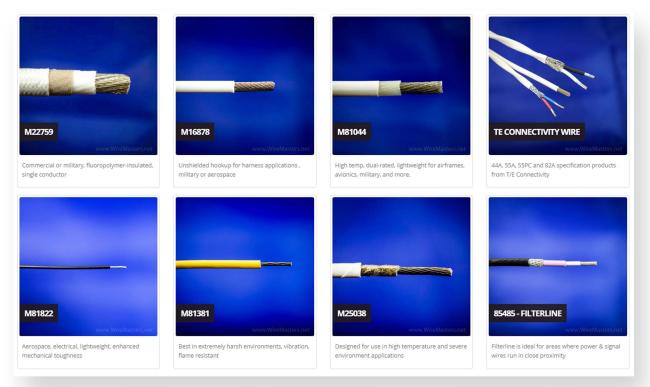
REQUEST FOR QUOTE ON MULTIPLE ITEMS, WITH SEARCHABLE CATALOG

For this project, the client wanted a fully searchable catalog with the ability to add request a quote products to a "shopping cart" and checkout with all of the quoted products at once.

The store admin receives the quote request as an email and has the contact information to provide the quote to the customer based on the products they selected from the catalog or Product Grid.

We built the full checkout functionality designed around the request for quote model and utlized several of our RazorCart extensions: Advanced Search, Quick Order Entry, Featured Products, Product Grid and more!

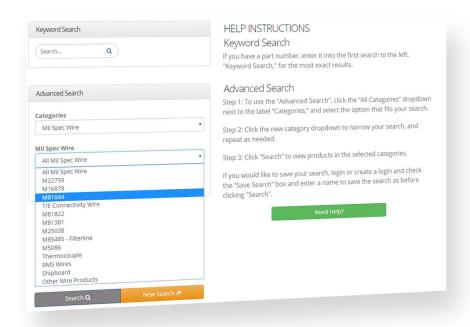
- Ba	MIL-W-22759/11-22-9 SAE AS	Qty	Tota
	22759/11-22-9 SKU: WM22759/11-22-9	2.00 x \$0.00	\$0.00
(8)	M27500-22DK2N25- Mil Spec Cable SKU: WMDK-222N25	1.00 x	\$0.00
(6)	M27500-16DK3N25- Mil Spec Cable SKU: WMDK-163N25	\$0.00	筪
JIV	SKU: WMDK-163N25	1.00 x \$0.00	\$0.00
hec	kout	Subtotal \$0.00	



















PRODUCT GRID



QUICK ORDER



PRODUCT SLIDER





Whether it is with custom development or using a module created by Smith Consulting we have been pleased with the way they work to help us create a better, more improved website. For our company's particular needs, custom changes were made to the RazorCart shopping cart module and through every step of the process, they have made sure our requests have been met.

> We can rely on them to keep the most important feature of our website, the cart, up and running and that service is greatly appreciated.

> > Angela Moore, Web Specialist Wiremasters, Inc.



