

Webshop-solution for a wide range of products

Wenn If standard software does not cover the requirements, an individual solution has to be created.

Initial situation

The company Merz Brothers GmbH provides sales and service of technical facilities and equipment for the chemical laboratory. The requirements to a webshop were very special and individual: a high product variety and at the same time a large number of products with very consultation-intensive products. The customer has to be helped that he will find the right product for his installation.

Implementation

Because standard software products are not constructed for this range of articles, it was decided to implement individual solution. Therefore the operator convenience and the simplicity of the system had the priority.

Result

A webshop was created, which met all the requirements of the customers. A classification into different product categories and a comprehensive search function were as important as the optical adjustment to the company website. The webshop is only available for specific customer groups. Several ways lead to the suitable product: the direct search, search by manufacturers, search by installations and the search by other suitable products. The products are imported automatically from other systems.

Customer

Company Merz Brothers GmbH



Headquarters Haid, OÖ

Website www.merzbrothers.at

Project name Webshop

Implementation 2007

