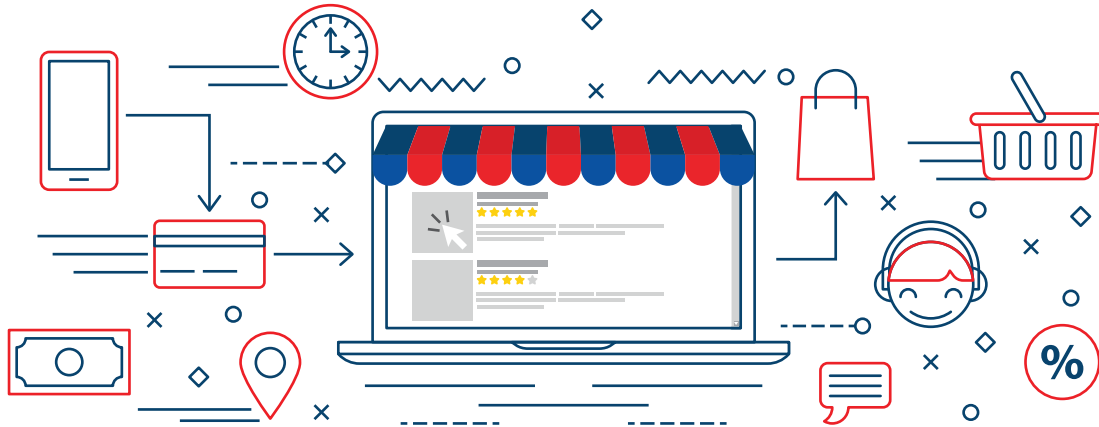


Background

Clopay Building Products Co., Inc. manufactures and distributes garage doors, parts and accessories. The company offers residential garage doors and entry doors to homeowners, carriage style garage doors in wood and steel, aluminum doors, and panel steel garage doors. In addition, Clopay offers commercial sectional and rolling steel doors. The garage doors and parts are manufactured in two plants and flow through 50 their dealer network and distribution centers located throughout the United States and Canada.



The Challenge

Clopay Building Products has a Customer Advisory Board that meets periodically to review the needs of the business. The Advisory Board includes team members made up of dealers, manufacturing, product development and sales and marketing to name a few. At one such meeting, the Board discussed the need to have an eCommerce site which would have the ability to connect manufacturing to dealers and dealers to end consumers with the ability and ease to place orders for garage door parts. The challenge was to find a company, who offered a solution that can make all of those connections on one platform.

The Solution

eComchain's eCommerce platform solution and Clopay's business challenge seemed destined to meet up. Clopay developed a list of requirements and set out to look for an eCommerce platform that would provide an attractive, user-friendly experience with a responsive design to jump start their B2B business. One of those options was eComchain. A second option under consideration was a popular market-leading eCommerce product that was built over a decade ago. But when the two eCommerce products were compared side by side, eComchain was selected as it has the speed and ease of use that Clopay was looking for plus the benefit of back end integrations with EBS.

Jeremy Reynolds, Director Clopay Parts, aptly summarizes his thoughts on eComchain, "Our implementation of the eComchain platform has been an extremely positive project for our company. We found the group from eComchain to be exceptional from a knowledge, communication and delivery perspective."

Now that Clopay's new eCommerce site is up and running, overall sales have increased. In addition, the catalog's Autosuggest search feature makes it very easy for customers to find the exact part that they are looking for. Thanks to Clopay's Advisory Board for their focus on serving their customers better, and eComchain's ability to quickly develop and launch a solution meeting their eCommerce needs.

About eComchain

eComchain is the first ecommerce platform connecting manufacturers to distributors, to end consumers with its unique B2B2C functionality, all on the same platform. Create multiple sites that can share product, inventory, and customer data across all B2B and B2C store fronts, while being completely integrated with your ERP backend.



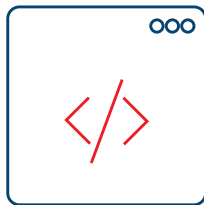
We Listen

Our first step is to understand your business by conducting interactive sessions where our team learns about your requirements in detail.



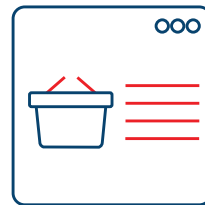
We Communicate

Once our team gathers your requirements, we share our plans and implementation methodology with you to insure we are designing a solution that meets and exceeds your requirements.



We Develop

Our development team then cooperatively works with you to create your custom ecommerce site by marrying your inputs and ideas with our experience and expertise to insure you are getting the solution you are looking for.



We Deliver

Finally, we deliver your ecommerce web site on time and ready to dependably handle and grow your business.

