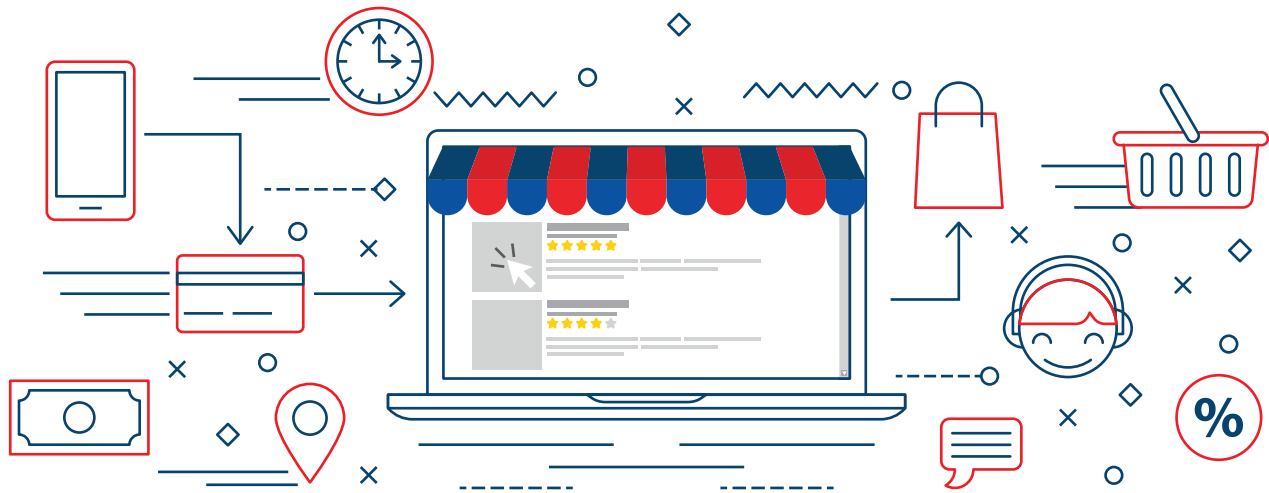# eCom chain
Connecting Businesses to Consumers Online

THE PILLOW BAR®

Background

The Pillow Bar® creates luxurious custom pillows like you've never seen before. Custom designed with the guidance of Physicians, each pillow is made to fit each person's unique sleep style and shoulder size. They are made with the finest cotton and sterilized hypo-allergenic ingredients to assure maximum comfort and luxury. The company was founded after Merrimac's Dillon's husband needed a risky, possibly life altering back surgery. After the surgery, Dillon set out on a mission to help her husband keep walking and worked with the team of doctors to create supportive and luxurious pillows custom made for him and now for so many others!

The Challenge

It wasn't too long after development of the first pillow that The Pillow Bar® and Merrimac were featured in the Wall Street Journal and more recently on Oprah's Favorite Things during Christmas of 2018. An exciting time for the company, but also an anxious one. **Could their ecommerce store, running eComchain's ecommerce platform handle the load that was about to rain down from Oprah's loyal viewers?**

"It's been like a bulldozer showed up." Merrimac Dillion

ThePillowBar.com suddenly saw a **200x increase in traffic**, and orders. Oprah didn't just tell her viewers how amazing the pillows were, she shared a discount code to drive even more conversions. Thankfully, eComchain's ecommerce platform is cloud hosted on Amazon Web Services, sporting a 99.9% uptime guarantee. **Not a single order got through the cracks**. What's more, during this time, the eComchain customer service line was available 24/7, answering concerns about orders and processing.

With the help of eComchain's cloud hosted, ERP integrated ecommerce platform, The Pillow Bar® was able to do more than just withstand the sudden impact of Oprah's recommendation. They were able to thrive, and grow their business without fear of downtime or missed orders.

About eComchain

eComchain is the first ecommerce solution linking manufacturers to distributors, to end consumers with 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.
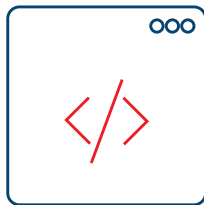
We Listen

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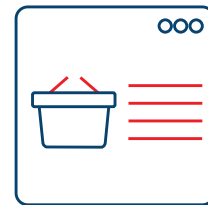
We Communicate

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.