

# A wall-to-wall solution for an award-winning carpet manufacturer

## Business Problem

Bentley Prince Street, Inc., California's largest commercial carpet manufacturer, wanted to bring its new area rug offering online and available to end-consumers and residential designers to purchase. Concerned to ensure that their world-class brand and products were well represented, while wanting a cost effective solution for their first entrée into eCommerce, Bentley Prince Street turned to Guidance to be their partner.

## Solution

For the launch of a completely new website, BPSRugs.com, Guidance undertook a comprehensive eCommerce start-up project, defining target audiences, listing features and functions, creating visual design and selecting robust, cost-effective technologies. The new website integrates AspDotNetStorefront with existing systems already in use at Bentley Prince Street. On the front-end, the design is a reflection of Bentley Prince Street minimalist and streamlined image, which forms the perfect backdrop for the colorful rug products.

## Benefits

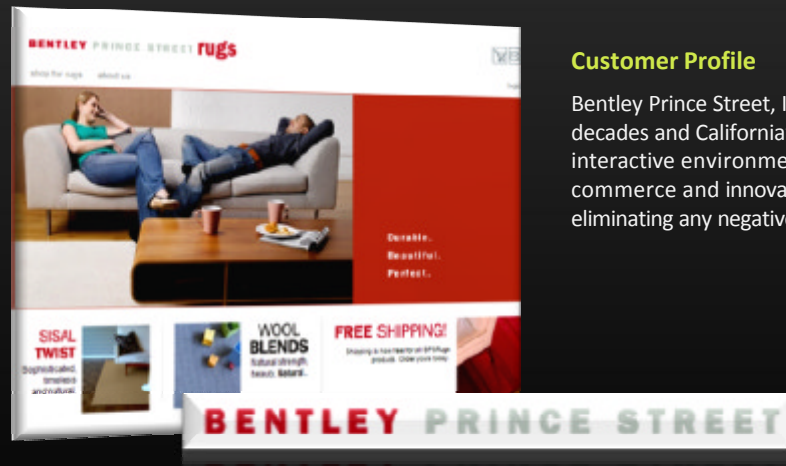
- Modern and elegant front-end, designed to emphasize the site's product selection and variety
- Up-to-date eCommerce engine fully integrated with existing system components
- Flexible infrastructure allows new rug lines to be added easily
- Scalable platform that is easily extensible to incorporate new technologies

## Service/Solution Area

- eCommerce
- .NET Customization and Integration
- Managed Services and Maintenance

## Software

- AspDotNetStorefront ML 7.0.1.2
- Microsoft SQL Server 2005



## Customer Profile

Bentley Prince Street, Inc., a leading manufacturer of stylish floor coverings in the commercial marketplace for nearly three decades and California's largest commercial carpet manufacturer, now offers an online collection of modern area rugs in an interactive environment that allows the user to shop without leaving home. The company is committed to sustainable commerce and innovations to integrate style and function with environmental practices through its Mission Zero™ goal of eliminating any negative impact it has on the environment by the year 2020.

*"Guidance gave us a gorgeous website in the shortest time imaginable. They really got under our skin and the website shows just how well they understand our brand."*

Valerie Bennett, eCommerce Manager  
Bentley Prince Street

