

GEARYS updated website reflects its tradition of excellence

Business Problem

The original GEARYS.com eCommerce site had a series of critical hosting and application support issues. The online store was experiencing increasing downtime and instability, and the volatility of the site was affecting online sales and image. Users were unable to complete orders and needed a more sophisticated search function to find specific items. Known for its prestigious brand and its selection of luxury items, it was imperative for GEARYS Beverly Hills to find a reliable eCommerce and hosting service provider to improve the site's availability and performance.

Solution

Guidance provided Managed Services and development support, with a focused effort to stabilize the commerce system. In addition, Guidance redesigned the Web site presentation layer and rebuilt much of the Microsoft Commerce Server site code. The user interface was revamped to make shopping and browsing of the site easier. The solution was enhanced with multiple shopping carts for general catalog and bridal registry purchases and improved search capability, including searching through product names and descriptions. The new site integrates with the existing Great Plains business management system.

Benefits

- Front-end design reflects the luxury and service associated with the GEARYS brand
- Substantial increase in volume of orders for general catalog and bridal registry products
- Web site catalogs are updated on an hourly basis with product description, quantity, and pricing
- Customer ability to simultaneously go through the checkout process for general merchandise and bridal registry orders

Service/Solution Area

- eCommerce
- Custom Application Development

Software

- Microsoft Commerce Server 2002
- Microsoft SQL Server 2000
- VB.NET
- AspDotNetStorefront



Customer Profile

GEARYS Beverly Hills has been a West Coast tradition for more than 75 years for those seeking luxury and service. GEARYS has gathered the finest in luxury brands from around the world including a full range of tabletop items, silver, crystal, china and linens, as well as, some of the biggest and brightest names in watches and fine jewelry.

"In a very short time, Guidance has become our trusted advisor in the realm of all Web activities including: managed services, hosting, eMarketing and enhancements. In the first year since they acquired management of our website, they have helped us double our online sales."

Thomas Blumenthal, President/CEO
GEARYS Beverly Hills

