

# Guidance puts the nuts and bolts on the new Specialized.net

## Business Problem

For over 40 years, Specialized Products Company (SPC) has provided field technicians and installers in the telecommunication, high-tech, fiber, medical, public utility, high-voltage, and clean room industries with specialized, and even custom – tools and test equipments for their trade. The company's website – *Specialized.net* – had an outdated look and was built on an unyielding platform that didn't allow SPC personnel to easily manage and maintain the site. Looking to increase sales, enhance brand awareness, and acquire new customers, SPC contacted Guidance to help achieve these goals on a brand new, flexible platform that would let them update the site as often as needed.

## Solution

Applying best practices in user experience and visual design to create a new look for SPC, Guidance extensively customized Mediachase's ECF platform to build *Specialized.net*. The suckerfish dropdown navigation was custom coded and it's easily manageable and extensible through the site's custom-built admin system. Filtered search capabilities were integrated using Nextopia's eComm|Search software, which allows visitors to narrow down their search results based on brand, product category or type. A single-page checkout (SPCO) was created for the site, with a custom real-time shipping rate algorithm which uses product dimensions and weight information along with selected carrier and provided zip code to calculate the shipping rate of any order.

## Benefits

- Custom-built admin system allows SPC to create new static pages, use existing controls to create dynamic pages, manage navigation, promotions and merchandising efforts.
- Robust .NET eCommerce platform that's easily scalable (Mediachase ECF).
- Single-page checkout allows customers to register, sign up for email updates, select shipping method, enter payment information and place their order in just a few clicks.
- Easy-to-change, extensible navigation, featuring suckerfish technology
- Filtered search software lets customers narrow down their search results by brand or product category

## Service/Solution Area

- Information Architecture
- Visual Design
- eCommerce Development
- Hosting

## Software

- Mediachase ECF G5
- Commerce@Work ERP
- Nextopia eComm|Search
- Microsoft SQL Server 2005
- FedEx & USPS shipment gateways
- PayPal payment gateway

## Customer Profile

Since 1965, Specialized Products Company (SPC) has supplied service professionals worldwide with tool kits, tools, shipping cases and test equipment backed by superior customer service. Orders are shipped on the same day they are received for the added convenience of next day delivery. SPC's inventory includes over 300 variations of standard tool kits with the capabilities to modify or customize any kit to meet the client's exact specifications. SPC headquarters are in Southlake, TX.

*"Guidance has put together an amazing website for us. They really went out of their way to accommodate all of our requirements, from design specifications to complex modules. The new site allows us to promote our products properly, just the way we envisioned it."*

Pete Smith, CEO

Specialized Products Company

