

# Z Gallerie launches in style

## Business Problem

Z Gallerie is a leading seller of home furnishings and eclectic accessories (which combine traditional and contemporary styles) and does its online business through its website - ZGallerie.com. Under the covers of an elegant web design consistent with the Z Gallerie brand, the IT team was wrestling with an unsupported eCommerce and operating system platform which made the website hard to maintain and risky to enhance. It was critical for Z Gallerie to accommodate increasing traffic and sales, and to streamline the entire eCommerce process.

## Solution

Z Gallerie commissioned Guidance to rebuild their eCommerce engine using AspDotNetStorefront. The new solution replaced an entire layer of the system, while maintaining the existing look and feel and integrating with the Escalate Retail ERP and ADP Taxware backend systems. The new platform also supports search engine optimization, which the previous platform did not. The new website is robust and efficient, enhancing the user experience through improved speed and uptime, while making the website easier to manage and maintain.

## Benefits

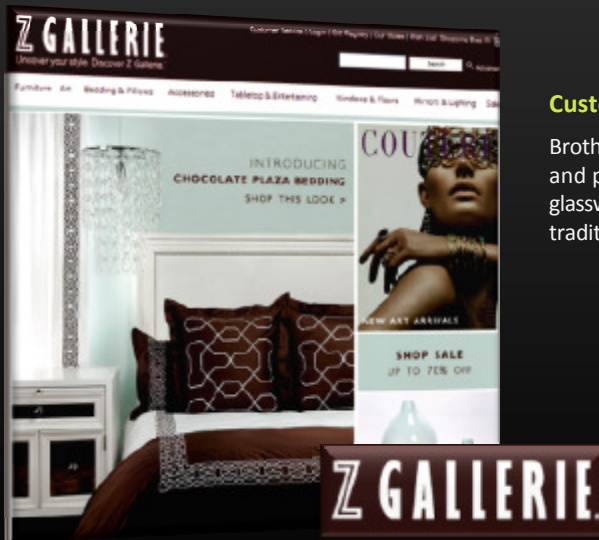
- Implementation of AspDotNetStorefront shopping cart platform
- Migration from classic-ASP to ASP.NET 2.0 platform for improved performance, management and ease of site enhancements
- Site database migrated from SQL Server 2000 to 2005
- Integration with Escalate Retail ERP solution
- Integration with Southern DataComm for gift card and for Z Gallerie Private Label Credit Card processing
- Integration with ADP Taxware, the industry leader in tax calculations
- CISP/PCI PABP Certified

## Service/Solution Area

- eCommerce
- .NET Customization and Integration

## Software

- AspDotNetStorefront ML 7.0.0.7
- Microsoft SQL Server 2005



## Customer Profile

Brothers Joe (president and CEO) and Mike Zeiden (CFO) opened up Z Gallerie in 1979, using their parents' garage as warehouse and production facility for their initial product line – poster art. Today, Z Gallerie features bedding and pillows, dinnerware, glassware, rugs, lamps, candleholders, clocks, frames and albums, games, and gifts. The company's eclectic pieces (which combine traditional and contemporary styles) are sold through its Web site and about 75 retail locations in some two dozen US states.

*“Working with Guidance to implement our new eCommerce platform, it's the first time I've worked with a software development company that produced a bug-free release.”*

Howard Kolodny, VP of IT  
Z Gallerie

