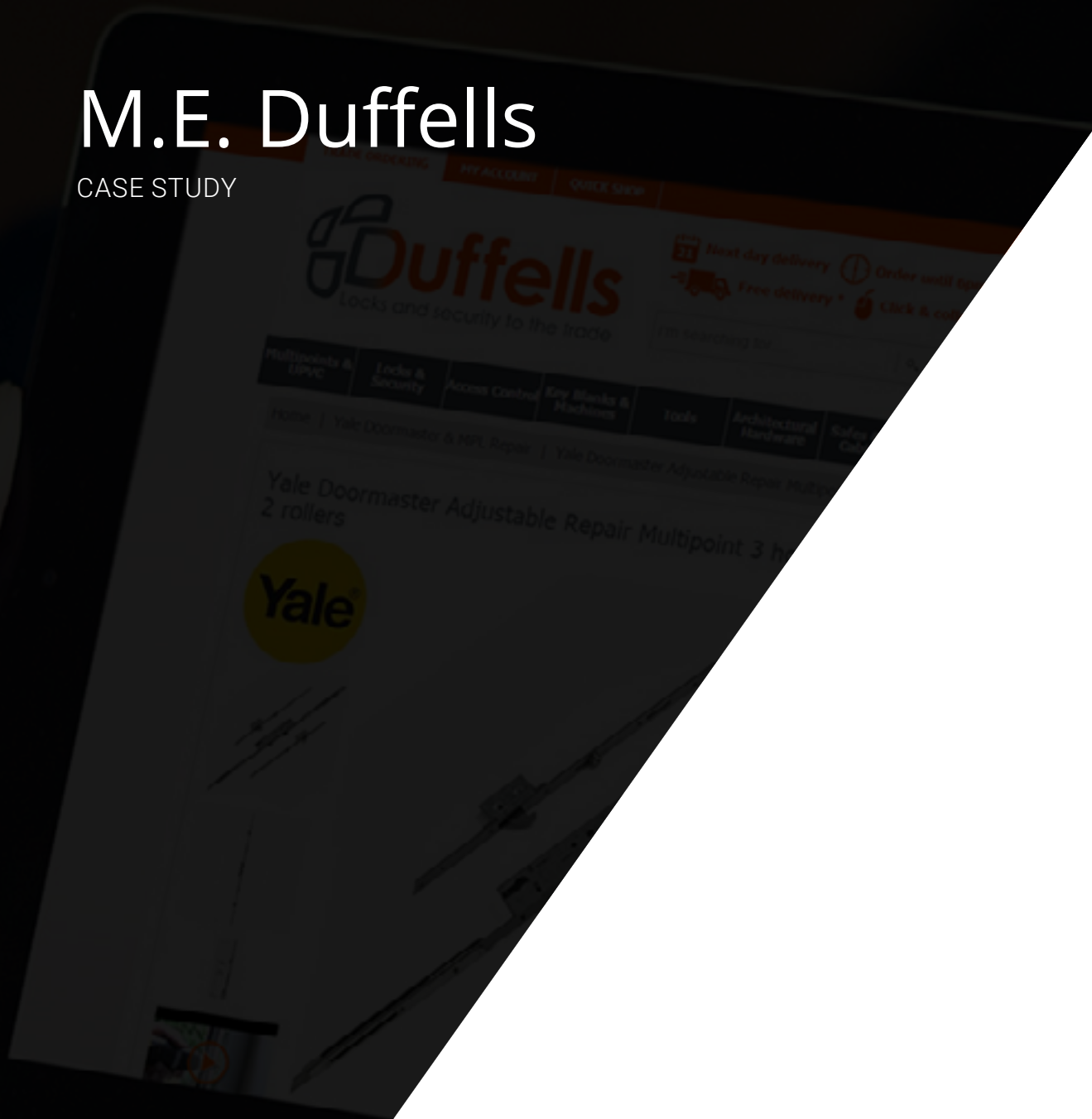


M.E. Duffells

CASE STUDY



rocktime



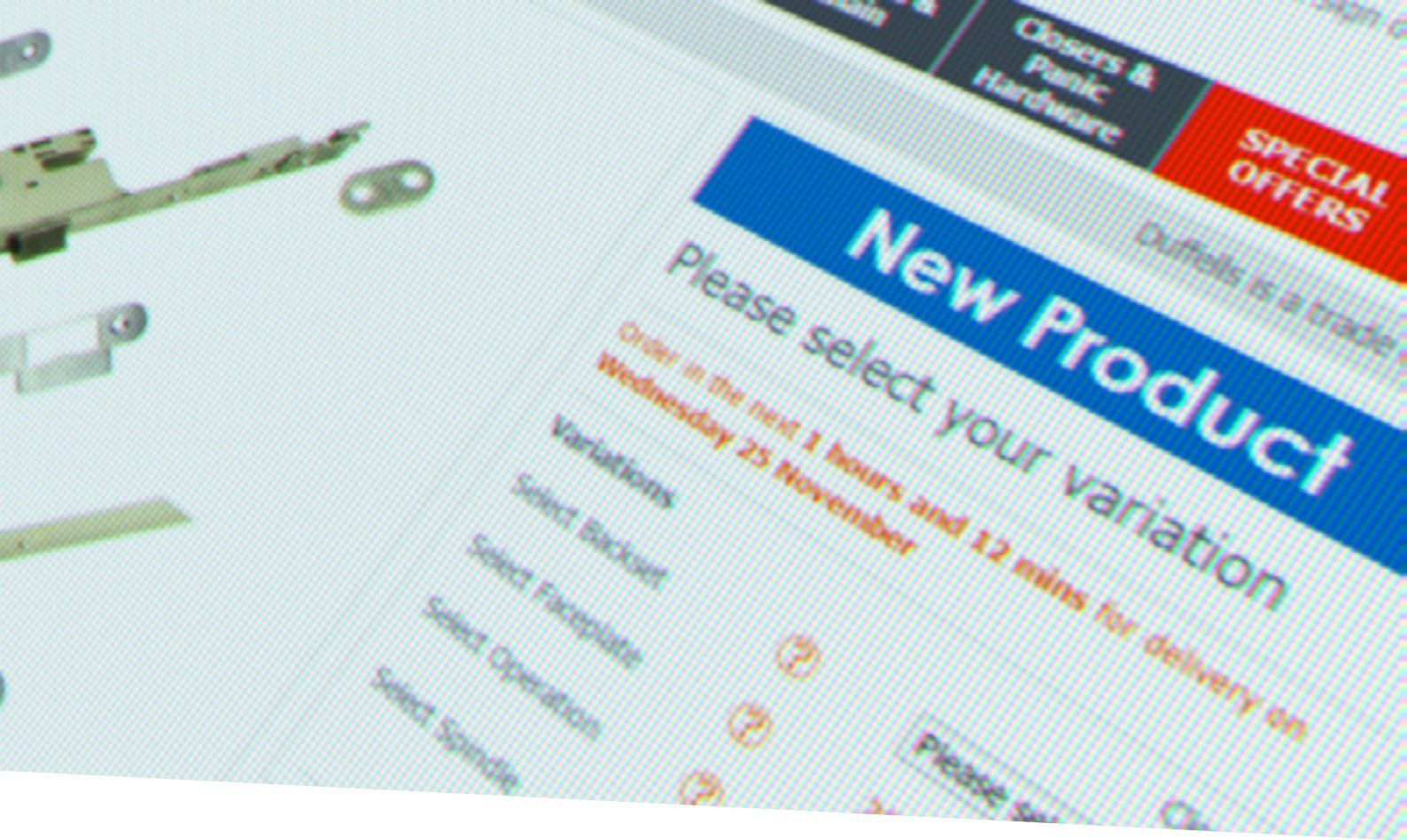
M.E.Duffells is a leading distributor of locks, security, ironmongery, UPVC repair and other specialist locking products to the UK and Ireland.

Established for over 50 years they provide a customer focused, flexible and reliable service designed to meet the exacting needs of the security and ironmongery industry.

The business provides the largest range of UPVC repair, locking, security, ironmongery and key blanks in the UK. With over 12,000 products available from stock they really are a one stop shop.

The Challenge

Develop a B2B ecommerce platform that would enable the company to conduct its business with its established customer base. The client underwent a substantial restructuring exercise developing and installing a new stock management system which would require a high degree of integration with the new site.



The Solution

M.E.Duffells commissioned Rocktime in 2008 to assist with defining and subsequently developing a new B2B ecommerce revenue stream for the business. The ecommerce site requires the client's customer base to login to access pricing and stock levels. The site integrates with a 3rd party software house Chatworth's Stock Management System Merlin.

The Merlin internal system acts as the master database providing through a Rocktime designed API life stock levels and updated pricing. In reverse the developed ecommerce site passes all transactions for fulfilment via the same API. The site includes a Customer Discount Matrix allowing the business to group customers and assign to specific discount bands.

Services offered include:

- Rocktime's Ecommerce Platform Source
- Integration with 3rd party systems
- Ongoing Maintenance and Support



Ecommerce Platforms



Support & Maintenance



Success

The client uses the Rocktime B2B ecommerce platform as its central system for generating sales and with a year on year growth this has led to continual investment in the improvement of the system driven by company, customer and agency brainstorming.

Get in touch

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