Shifting from a custom platform to Zoey has led to major time and cost savings for Burt Process Equipment

The Company

BURT | PROCESS EQUIPMENT

Burt Process Equipment

Founded in 1970, 100+ Employees

http://www.burtprocess.com

What They Like About Zoey

1. Zoey's Visual Design Editor makes it easy to build content pages outside of product pages.

2. The software-as-a-service model means less work managing the eCommerce technology itself, and more time improving the store for their customers.

3. Zoey's import/export features speed up the time to get products input into their store over their old system, and offers clear information when something goes wrong so they can fix quickly.

4. Flexible data architecture, including an attribute model that doesn't limit the company's complex data organizational needs.

5. Leveraging an existing solution means having access to fully-baked and tested features that existed prior to their arrival.

The Challenge

Burt Process Equipment was looking to replace their custom eCommerce solution, which required constant upkeep, with a more complete solution that offered room for growth.

The Success

- Major time savings in data entry over the previous solution, opening up more time for other sorts of projects

- Significant cost savings over a custom-developed solution previously being used, allowing for other types of business reinvestment

- Data portability is easier thanks to Zoey's flexible data architecture model, including attributes.

- No more time invested managing infrastructure, which is covered as part of Zoey's SaaS offering.

What Makes Them Special

In business for almost 50 years, Burt Process Equipment has evolved with their customers and the industries they serve, offering a variety of products and solutions around water and corrosion prevention systems.

They are particularly hands-on with customers and have a strong interest in environmentally friendly solutions. They can assist with one part of a system or help companies develop and set up an end-to-end solution.

ZOEY

Contact us for a personalized demo!
www.zoey.com • info@zoey.com • 855-446-1200

By the Numbers

90%
**REDUCTION IN TIME
ENTERING PRODUCT DATA**

70%
**REDUCTION IN COST
OVER CUSTOM DEVELOPMENT**

Needing a New Solution

At the end of 2015, Chris Griffin joined Burt Process Equipment as their web development manager. He came into a custom-built solution, developed and managed by a team outside their company, that came with a lot of limitations and problems. "The thing that was a constant thorn was basically how difficult it was to work with," Griffin said. "The developers were overpromising and under producing schedule-wise. The system was not working at 100% and it was so hard to work with."

Their company engaged in a multi-year process to find an off-the-shelf solution to replace the custom one. They developed a set of criteria internally of what was most important, and as they learned about new eCommerce systems, they would evaluate each system, compare and contrast to the others, and determine which could accomplish the most on their list without a huge effort.

"I had a big list of features to check against and then over time, other people in the company would send me things about [eCommerce solutions] they've run across," Griffin said. "I would periodically look for more too. Even if we never took a long look at it, I looked at it enough to see if it was in the realm of what we were looking for."

Leveraging a Modern Platform

What started as an evaluation of about a dozen eCommerce solutions led to evaluating a total of 30. In the end, they opted to select Zoey.

One of the key convincing points to selecting Zoey was during the leverage of Zoey's free starter store, where a potential Zoey customer can take full advantage of testing out the features to confirm things work for them.

He said, "One of the things that impressed my employers was I loaded in 24,000 products in the first week that I had it. That's something that with the old system took a much longer time. That was something that shocked my employers."

Zoey got the nod in part because of its flexibility. For instance, BigCommerce was considered, but its limitations on attributes created too many obstacles. "On BigCommerce, you can only have a certain number of attributes," Griffin said. "That's great if you're selling a homogenous set of products. If all you're selling is shoes, and having a limit of attributes is something you can live with. If you have a lot of different categories and dissimilar attributes, you can't possibly live with that. That took them out of the running."

Strength in Data Management

Other data considerations also factored in. One was Zoey's API capabilities allowed Griffin to pass data back and forth to their ERP system.

"API was on the list of features that was a must have for me," Griffin said. "I knew there was going to be things like periodic discounts and I wanted to push that through the API instead of setting them individually or working with spreadsheets." By linking the ERP through the APIs to Zoey, the company can enter information once and have it show up in both places.

Similarly, Zoey's mature import/export features was a real boon for helping the company enter data more quickly into their eCommerce system. Griffin said, "Whenever I prepare a spreadsheet to load into the system, I'm not worried about it not working. If it doesn't load, there's a reason, it tells me why and I can fix it. That's a great luxury I didn't have before. The old system would just fail, sometimes for no reason. A file would work one day and not the next."

Zoey also helped Griffin achieve cost savings by not having to manage their own servers and the costs of outside developers. "We were looking at paying a lot more per month with the custom system and were so incredibly unhappy with it," he said.

"Cost savings was something that I had promised and delivered to my employers with this changeover [to Zoey]. Before we would get a huge bill that would come after [development was completed] and we'd still be unhappy with how it turned out." With Zoey, the tools are already in place and complete.

Finally, Griffin has touted Zoey's support team as helpful for getting the job done. "I get very timely and very good support answers. I create a ticket, and usually within 24 hours I might have a couple of exchanges and it's solved. Sometimes it's taken longer, but it's never unreasonable."

Growth for the Future

With the initial goal of getting the site on more firm footing completed, Griffin knows that Zoey has the features to ensure the company can continue to evolve from here. Griffin said they previously "dropped some of our B2B features because the older system never performed them reliably" and therefore customers were not encouraged to use them.

He added, "At some point, we're going to bring back tiered pricing for our customers. It's something I don't have to worry about right now but I know the features are there for when I need them."

He also says that as they continue to clean up data in their ERP, they plan to bring tiered pricing to the website. "A lot of the focus in the near future is going to be on how we do internal processes before the data gets to Zoey. Customer grouping restrictions - we probably will take advantage of that at some point.

"We have some vendors that restrict what we can show for prices outside of their recommended pricing or Minimum Advertised Pricing (MAP). Right now, we don't show anything different whether you're logged in or not. So we're going to take advantage of this feature in the future and give people more reasons to create accounts. We'll offer other information and pricing available that you won't see when you're not logged in."

Griffin said that in the end, a stable website and robust software makes it easier to get things done and not have to worry about issues. "Your software is reliable. I sleep better."

About Zoey

Zoey is a powerful eCommerce solution for B2B and wholesale businesses. We offer three major solutions to run a business: A mobile app for taking orders on the go, a self-service web portal for eCommerce, and a web-based admin for product, customer and order management. Our featuress include net terms and credit limits, sales quote generation, customer groups, access restrictions, and quick order capabilities.

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