

GPC Industries Ltd

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GPC are a Materials Handling manufacturer/importer who solely work through a network of dedicated distributors. We put together a 500+ page annual catalogue, which are then overprinted showing the necessary distributor details. With the growing market of ecommerce we wanted a complete turnkey solution that we could offer to our network of distributors but needed something much more advanced than a 'white label' network site.

We wanted to offer a bespoke system which ran using a 'master system' and would then populate the network with any spec change etc that were made but also offered the complete flexibility of them being able to adapt the system for their needs, whether that was to SEO their site or add new products or even change promotional banners. The changes that were then made to the distributor site then needed to exist only on their system and then not be overwritten when we made spec/prices changes to the master system.

We have dealt with Simon right from the start of this project and because of the lack of ecommerce experience 'on our part' he was the perfect guy for detailing everything out for us. He took us through everything from negotiating the deal, demonstrating what the system could offer, what software upgrades we could have to make the system more bespoke and even what limitations the system had. He went further than that though by really getting to know us as a company and how we wanted to market ourselves through the distributor network and offering solutions to problems that we faced or better ways of running the system.

Simon was also integral in training to both myself and the distributors to the use of the system. Firstly a master system was set up, and he gave myself full guidance on how to operate it and was there to iron out any teething problems which inevitably occurred. Once the system was put live to our network of distributors we then organised a seminar where the distributors attended and were taken through the new system from start to finish. Simon was able to answer any questions that were then put forward by the network in 'Layman's terms' which really helped them to understand the advantages of the new system and how to maximize their sales potential.

Will

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