

New search and ordering web application for Goodfellow

Materials supplier Goodfellow was in need of an effective e-commerce facility that would streamline the web-ordering process.



FINANCIAL
OBJECTS

Background

Goodfellow supplies metals, polymers, ceramics and other specialist materials to meet the research and specialist production requirements of science and industry worldwide. With a head office in the UK and distributors in 20 countries an effective web ordering system was an important step in streamlining the ordering process. But the existing web site had become dated, lacked important functionality and was hard to maintain.

The Challenge

Goodfellow asked Financial Objects to provide a new design, a more easily maintained site and extra functionality. One key objective was to provide a quick and sophisticated search option for the tens of thousands of products in the product range. This was achieved through our specialist database knowledge and experience of search algorithms; sub-second response times have delighted the users.

The Solution

The site is available in five different languages and includes integrated order taking, shopping basket and order tracking all in one solution. Data-load and feedback to the main administrative systems is seamless.

The Technology

The technology used was an interesting combination of Caché database, VB and Caché Server Pages technology based on an object design. Goodfellow now has a modern platform for future enhancements and provides real incentives for its many customers to search and order products on-line.

Financial Objects technology skill set

- CACHE (+ CACHE Objects)
- CSP (CACHE Server Pages)
- CACHE Web Link
- Ensemble
- SQL Server
- MTS
- Oracle
- Access
- Delphi
- VB
- C++, J++
- HTML
- MS Visual InterDev
- Macromedia Dreamweaver
- ASP
- NT
- Windows
- Unix
- VMS
- AIX

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