

## Crawford Supply Line

### Business Profile

Crawford Supply offers a full range of competitively priced packaging, shipping, cleaning supplies, shrink and stretch film/wrap, and food service and hospitality supplies

### Key Outcomes

Lowered phone inquiries and increased order handling.

### Industry

Facility Supplies

### TrueFit Solution

Implemented eBusiness solution with ERP system.

### EBiz Solution for Crawford Supply

Crawford Supply Line is a supplier of packaging, shipping, cleaning supplies, shrink and stretch film/wrap, and food service and hospitality equipment.

### Business Situation

Crawford needed a business-to-business Web portal solution where distributors could log in, review pricing and availability of products, check the status and shipment details of existing customer orders, and view online invoicing information. Aside from providing Web access to this basic information, they also needed to create customized product lists for individual customers with specific special pricing agreements.

### Solution

Our implementation of the eBusiness solution for Crawford has lowered phone inquiries about availability, pricing and order status and has allowed for an increase in order handling capacity and order accuracy. The CMS tool has allowed Crawford to quickly update the site to roll out special promotions and up-to-date product information to distributors. They have made the decision to move the other two public Web sites into the CMS framework to allow for quick and easy updates.

### About TrueFit

TrueFit combines inspiration and collaboration to create technology solutions that truly fit a company's needs and enable that organization to work better, faster and smarter. Our technology solutions are business solutions that empower individuals and organizations to be more flexible, agile and responsive. TrueFit partners with companies and organizations in manufacturing, distribution, health care, financial services, professional services, and a host of other industries and professions. Founded in 1997, TrueFit is headquartered in Pittsburgh, PA. For more information, visit [www.truefitsolutions.com](http://www.truefitsolutions.com).

