

Copper Logic

Business Profile

Copper Logic is a world-renowned, full-line manufacturer of industrial electric and electronic controls and systems. They have earned a worldwide reputation for high-quality engineering and ecologically-sensitive manufacturing of components, engineering assemblies and enclosures.

Key Outcomes

Lowered phone inquiries about part availability and orders, and freed sales reps time to better serve current and new customers.

Industry

Electronic Supplies

TrueFit Solution

Implemented eBusiness Solution with ERP system.

EBiz Solution for Copper Logic

Copper Logic is a manufacturing company for industrial controls and automation products in the U.S. and Canada.

Business Situation

They asked us to develop a customized eBusiness solution to adjust internal resources associated with customer service calls with distributors, allowing their sales force to seek new opportunities and consolidate marketing data in a single repository.

Working with their internal IT and marketing staff, we designed the Web portal called MarketMaker.

Solution

MarketMaker is a storage area of two types of information that services five distinct groups of users. Within one side of MarketMaker, there is a complete listing of marketing and informational collateral for the sales force and OEM customers. The first section of the site is a self-service, searchable portal full of imagery, technical documents and product information used by these users to increase the customer base and close sales deals. The second area is the eBusiness side of the site. This is where their sales reps, customers and distributors can view part pricing and availability, customer order details, shipment history/tracking information and invoice details.

Benefits

The application has had many positive impacts on business processes at Copper Logic. It has allowed sales reps to better serve their existing clients while giving them increased time to land new ones. Customer service representatives and customers can now view orders and part availability data from the ERP system, which was not possible prior to MarketMaker.

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.

