CUSTOMER SUCCESS
THE ARCHER GROUP

The Archer Group Gets Client Site To Market In Half The Estimated Time

The Archer Group's customer, a convenience store chain with more than 16,000 employees spread across 580 locations in the eastern United States, turned to The Archer Group to create a highly branded and interactive web site under a tight timeline. As a leading digital agency, Archer knew they would need an ecommerce retail solution that was architected to make it easy to integrate and customize, while providing users with an inviting, interactive and safe shopping experience.

Business Challenge
The Archer Group had a customer whose previous ecommerce platform was inflexible and didn't scale. Maintenance costs and lead times yielded unacceptable impact on business operations.

Solution
Multifront's ecommerce platform allowed Archer to:
- Save 50% on development time
- Protect customer information with a PCI compliant cart
- Customize storefront to sell gift cards that are fully integrated with backend systems & third party payment processor
- Leverage multi-store capability for future growth initiatives

Industry
Retail

The Archer Group
The Archer Group is a digital agency that focuses on creating strategies to market brands. Among its customers are Chase, Comcast, Delta Dental, DuPont and Pfizer.

www.archer-group.com

Results

Since Multifront® uses .NET coding standards and contains well structured C# code, The Archer Group developers could hit the ground running. This allowed them to get a head start on the large ecommerce project and their team was able to immediately start with customizations that were crucial to their customer's business. Dennis Egen, Vice President of Information Technology with The Archer Group, estimates that by using Multifront®, the firm was able to reduce development time by 50%.

Multifront's open design helped The Archer Group to customize a storefront that allows users to purchase gift cards, t-shirts, towels and gift baskets online. Additionally, Multifront® is fully integrated with the online store's existing downstream processes for activating, crediting and tracking gift cards and was seamlessly integrated with the company's third-party payment processor.

About Multifront®

Znode Multifront® is an industry leading ASP.NET ecommerce platform that enables you to easily build and manage hundreds of distinctly branded ecommerce storefronts using a single shared database. Using Multifront's innovative flexible Architecture, every aspect of the online shopping experience is 100% customizable.

> "With Znode we can manage all of the stores through a single, unified back-end system that will also allow us to integrate with our customers' existing systems...we are already planning to develop multiple storefronts, expand the payment types and improve clients' storefront presentations."
>
> - Dennis Egen, VP of IT

About Znode

Znode is an industry-leading ecommerce provider that enables clients to create highly relevant online experiences for shoppers. As one of the fastest growing ecommerce platforms, Znode is currently implemented in over 2,000 ecommerce sites worldwide.

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