

CUSTOMER SUCCESS
FECHHEIMER

Fechheimer Simplifies Ecommerce Operations and Gains Efficiencies



Since 1842, The Fechheimer Brothers Company, a Berkshire Hathaway Company, has been manufacturing uniforms for the public safety industry. The company maintains the largest in-stock offering of public safety uniforms in the U.S., and also produces custom uniform programs to meet customers' specific requirements.

Business Challenge

Fechheimer's previous ecommerce platform limited growth potential, systems integration and functionality of online apparel storefronts. In order to achieve its aggressive revenue goals, Fechheimer required an ecommerce platform that provided greater flexibility and advanced multistore capabilities.

Solution

Multifront™ was seen as the clear choice to manage the client's large apparel database, multiple stores and ERP system integration.

- Multifront's content manager automates changes to product database allowing these tasks to be moved from IT to Administration, saving time and money
- Multiple stores share products, attributes and functions such as promotions, taxes and shipping rules through a single database
- True ERP integration enabled real-time shipping rates and local fulfillment



Industry

Manufacturing

Fechheimer

Fechheimer manufactures quality uniforms for working men and women. Industries they serve include; Public Safety, Military, Transportation, Umpires, Postal, and Corporate.

www.fechheimer.com

www.wearvertex.com



Results

In the past, to manage its large online catalog and reflect the collection's vast style, color and size attributes, Fechheimer had to upload one or multiple changes using Excel spreadsheets while price updates had to be done through SQL Server queries. Today, all of the changes to the product database can be made through Znode's content management system (CMS), and for Taylor, that means one less task for IT.

In addition to streamlining content management, Znode has also simplified integration with Fechheimer's ERP system. Previously, Fechheimer had developed its own modular middleware for use with its previous ecommerce system. With a few minor adjustments, Fechheimer was able to leverage its investment and quickly plug its middleware into Multifront. The shopping cart is fully integrated with the company's ERP system, which also links Fechheimer's three distribution centers and shippers. Now, when an order is placed, the customer receives real-time shipping rates, and the order is instantly routed to the appropriate location or locations for seamless fulfillment.

Since deploying Multifront, Fechheimer has launched an additional site for its new Vertx brand of tactical apparel, and the company is planning to quickly add ecommerce sites for each of its brick-and-mortar store groups.

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.

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"We now have a single solution that can handle our entire catalog and more, is centrally managed, easily customized, and can support our stores with a promotions engine that is only limited by our imagination."

- Sydney Taylor, Director of Software Development

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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