



Bearing & Engineering going online with a purpose

Selecting the right partner made all the difference to realizing Bearing & Engineering's vision of taking its business online.

Bearing & Engineering Supplies Ltd. based in Nelson provides a comprehensive range of expert services meeting industrial and engineering needs of a wide range of customers across the whole of New Zealand. In business since May 1981 and continuously providing solutions to engineering problems, the company has grown its presence in the market and solidified a leader position in the field of industrial and engineering supplies in New Zealand.

Now well into the 21st century, the company decided to 'go online' and build a web presence with a brand new website by New Zealand's leading website design and eCommerce solution provider, Zeald.com.

"Graham and his team wanted to take the business online to provide a better service to their existing customers and also to capture new business going forward" says Cheryl Keene, E-Business Consultant for Zeald.com in Nelson.

With the new website well under way, Bearing & Engineering were poised to fully capitalize on the possibilities this new technology offers.

Says Graham Ivory, Managing Director of Bearing & Engineering Supplies: "We were a bit out of touch with the market and wanted to make sure our clients see that we are fully up-to-date with a new, functional website."

The next step was to integrate the new website with Bearing & Engineering's in-house financial software, Infusion. The team at Zeald.com had already introduced two other companies to deliver the necessary integration work, but it wasn't until Cheryl Keene brought Zeald.com's primary integration partner, Convergence Limited, into the mix that things actually happened. "A single phone call with Mark Presnell from Convergence meant it was all taken care of, as far as I was concerned", says Keene.

"We are stepping up our marketing activities and the missing piece in the plan was to have comprehensive and always up-to-date product information available on our website."

Graham Ivory, Director
Bearing & Engineering Supplies Ltd.

"Convergence made contact with my customer and communicated directly with them as well as Infusion to produce the desired outcome."

The objective of the integration between the Zeald.com eCommerce website and the Infusion financials was to provide regular comprehensive updates of product information between the two systems. This involved initially uploading some 35,000 items, including product names, descriptions, pricing information, stock availability and even images.

The "Team @ Convergence" took on the challenge and worked closely with the provider of the financial software and Zeald to create a custom software interface that will update all product information on a nightly basis, fully automatically without any human intervention. As soon as any relevant product information changes in the financial software it will be updated on the website.

"We are stepping up our marketing activities and the missing piece in the plan was to have comprehensive and always up-to-date product information available on our website", says Graham Ivory. "Convergence provided a good service at fair value and we were kept up-to-date regarding progress throughout the entire duration of the project. Mark and the team at Convergence delivered exactly what we wanted. Well done!"

"It is very satisfying to become involved in enabling the eCommerce websites companies have selected and to witness first hand how they become truly 'activated' through live data feeds from their in-house systems", says Presnell.

"Our partnership with Zeald.com is growing from strength to strength and we thrive on the value we deliver to our customers together."

Bearing & Engineering's new eCommerce website is now fully integrated with their in-house financial software, Infusion and product information is being updated on a regular basis.

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**Graham Ivory, Director
Bearing & Engineering Supplies Ltd.**

At a Glance

Business Objectives

Bearing & Engineering wanted to upgrade its IT systems and increase its marketing capabilities.

Key to this was to provide always up-to-date product information on the company's new eCommerce website.

Solution

A Zeald.com eCommerce website and a custom software interface by Convergence to achieve seamless, daily and fully automatic integration with Infusion, the company's in-house financial software.

Business Benefits

Daily, fully automatic updates of all relevant product information, including pricing

and stock availability to Bearing & Engineering's website.

For More Information

Convergence Limited
www.convergence.co.nz

Mark Presnell
mark@convergence.co.nz
Auckland: +64 9 525 2611
Wellington: +64 4 974 8658