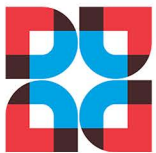


# CASE STUDY:

REQUEST A QUOTE, CATALOG ONLY  
E-COMMERCE STORE WITH  
OVER 10,000 SKUS

*Over 70 million feet in stock.*

WIRE & CABLE



**SMITH**  
CONSULTING

949.218.9600  
30251 GOLDEN LANTERN STE E187  
LAGUNA NIGUEL, CA 92677

## ABOUT THE CLIENT: WIREMASTERS

WireMasters has stocked and distributed mil-spec wire and materials used to make wire harness bundles found in airplanes, helicopters, unmanned aircraft, aviation wire, ships, missiles, bombs as well as military ground vehicles. This includes factory direct and fully traceable Mil-spec wiring, BMS and EN specification hook-up wire, and cable from QPL manufacturers.

They have over 10,000 items in stock, with certifications and test reports that are available for same day shipping from multiple locations to help meet your critical deadlines and AOG situations. If you need a customized wire product, WireMasters offers a wide variety of value-added services.



## E-COMMERCE OBJECTIVES:



RFQ eCommerce functionality, adding multiple items to a quote



Built in SEO functionality for title tags, keywords, friendly URLs at the product and product image levels



Google eCommerce analytics functionality to track product listing and details page visits



Custom integration into Salesforce Partdot CRM marketing manager



Advanced product drill-down searching by keyword, category, and sub-category



Display a grid-style layout of products and custom fields as rows and columns

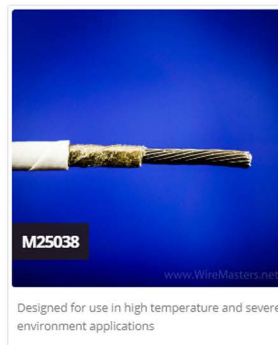
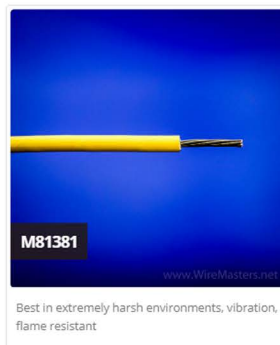
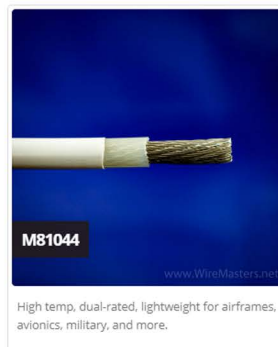
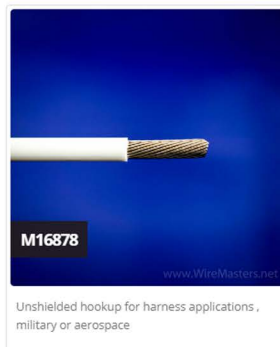
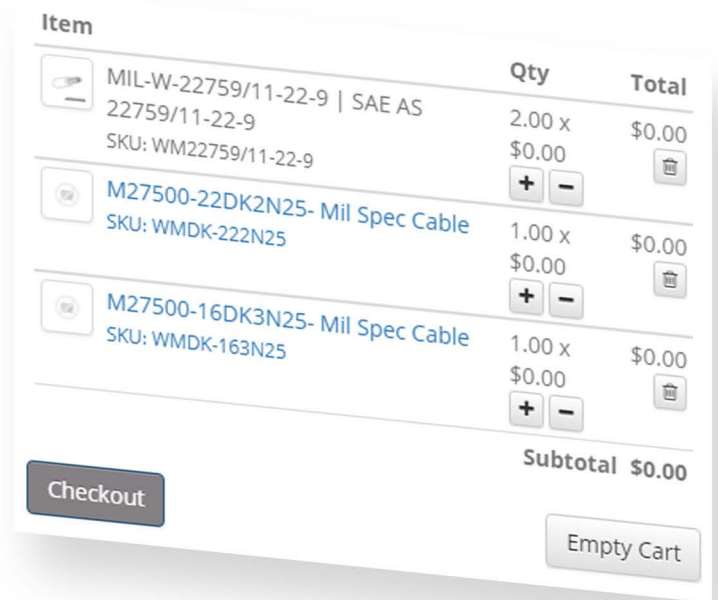


## REQUEST FOR QUOTE ON MULTIPLE ITEMS, WITH SEARCHABLE CATALOG

For this project, the client wanted a fully searchable catalog with the ability to add request a quote products to a “shopping cart” and checkout with all of the quoted products at once.

The store admin receives the quote request as an email and has the contact information to provide the quote to the customer based on the products they selected from the catalog or Product Grid.

We built the full checkout functionality designed around the request for quote model and utilized several of our RazorCart extensions: Advanced Search, Quick Order Entry, Featured Products, Product Grid and more!



Keyword Search

Advanced Search

Categories

Mil Spec Wire

Mil Spec Wire

All Mil Spec Wire

M22759

M16878

M81044

T/E Connectivity Wire

M81822

M81381

M25038

M85485 - Filterline

M5086

Thermocouple

RMS Wires

Shipboard

Other Wire Products

Search

New Search

HELP INSTRUCTIONS

Keyword Search

If you have a part number, enter it into the first search to the left, "Keyword Search," for the most exact results.

Advanced Search

Step 1: To use the "Advanced Search", click the "All Categories" dropdown next to the label "Categories," and select the option that fits your search.

Step 2: Click the new category dropdown to narrow your search, and repeat as needed.

Step 3: Click "Search" to view products in the selected categories.

If you would like to save your search, login or create a login and check the "Save Search" box and enter a name to save the search as before clicking "Search".

Need Help?

Quick Order Entry

Product Name/SKU	Quantity	
WM22759/11-22-9	10	
WMDK-222N25	7	
WMDK-163N25	23	

Add To Cart New Line Clear

ADVANCED SEARCH ✓

PRODUCT GRID ✓

QUICK ORDER ✓

PRODUCT SLIDER ✓

“ Whether it is with custom development or using a module created by Smith Consulting we have been pleased with the way they work to help us create a better, more improved website. For our company's particular needs, custom changes were made to the RazorCart shopping cart module and through every step of the process, they have made sure our requests have been met.

We can rely on them to keep the most important feature of our website, the cart, up and running and that service is greatly appreciated.

Angela Moore,  
Web Specialist  
Wiremasters, Inc.

