



DELIVERING A CONSISTENT AND INTUITIVE ONLINE CATALOG

CUSTOMER

Brady Corporation, a company with over \$1 billion in annual sales, sells identification solutions to more than 500,000 MRO and OEM customers worldwide across direct, catalog, and distributor channels.

CHALLENGE

Brady's catalog is stored across numerous systems and languages, with data that changes daily. This complexity exposed their product information to errors and inconsistencies, and made it difficult to control data security. Brady also found that unless customers already knew what they needed and where it was located, they were unlikely to find the best Brady solution.

SOLUTION

Brady deployed the Endeca Information Access Platform, which gave customers the ability to navigate and explore product information, and the FullTilt Perfect Product Suite, which streamlines and standardizes product information.

KEY BENEFITS

- 84% increase in conversions
- Over 25% increase in leads
- Double-digit increase in online sales
- Single source of product information
- Compliance with RoHS/WEEE environmental regulations

Brady Corporation provides identification solutions for 500,000 customers in more than 27 countries worldwide. As Brady's online catalog grew in importance, it became apparent that their current systems couldn't effectively manage and share their product information with customers. To improve the customer experience, Brady deployed the Endeca Information Access Platform and the FullTilt Perfect Product Suite. The result was an online catalog that rivals the personal service delivered by Brady's best sales representatives.

Managing complex information

In 2000 Brady managed close to 50,000 product SKUs, which were divided up and managed between three separate divisions and duplicated in five different languages. Each product could have hundreds of possible attributes, all of which were important to customers in the purchase process, and the product data was in constant flux.

Because the product information was managed by so many different divisions and systems, it was virtually impossible to make mass changes to the data, ensure its integrity and consistency, and maintain security. And exporting catalog data to any external system or providing contract-specific custom catalog views was an enormous undertaking. Brady was wasting countless hours manually fixing errors and managing the data, and sometimes lost valuable product information. "As the size of our

catalog grew, the cost of errors and lost productivity multiplied, and we knew that a new system was needed to support our growth" said Tom Schenk, Manager of eBusiness at Brady.

Online challenges

Brady also knew that all this product data had little value if customers couldn't effectively explore it online. Brady customers typically had a limited understanding of everything in the catalog, and in the past had turned to Brady's direct sales team, call centers, or distribution partners for help in finding the best product for a specific need.

Mirroring the personal dialogue and assistance of a sales rep through the online channel was almost impossible with current technology. Customers had few options for refining catalog content, and the information they required to evaluate products was buried deep within PDFs or product-details pages. And

“Instead of reinventing the wheel each time, once we had completed Brady’s direct marketing brand site and received significant business benefits, it was evident that we would standardize on the Endeca IAP.” — Tom Schenk, manager of eBusiness, Brady Corporation

surveys confirmed that “product information, search, and navigation” were the top priority items for improving customer satisfaction. “If customers didn’t know exactly what product they needed and where it was located, then they were never going to find it,” said Schenk.

Powering a new online experience

To address these challenges, Brady deployed a solution built on the Endeca Information Access Platform (IAP) and the FullTilt Perfect Product Suite (PPS). The result delivered an online catalog that could mirror the dialogue and insight into product information that customers received from sales representatives.

The FullTilt PPS centralized all product information in a single repository, creating a consistent set of product information that could be edited and exported for online use, while still allowing authorized users in different divisions and countries to edit product information. The system finally gave Brady confidence in the accuracy and consistency of their product information as well as a means to fulfill product-information requests from their internal and external channel partners.

The Endeca IAP extracted and summarized the rich product information pulled from FullTilt and other internal systems, and delivered this to users in the intuitive Guided Summarization experience that

Endeca pioneered. The catalog promoted “featured products,” made suggestions, and offered related information based on the context of the visitor’s exploration. The new Web site allowed every customer — each with different needs, backgrounds, and knowledge of Brady products — to evaluate options and select the best product for them.

Converting visitors into customers

Brady saw an immediate impact by delivering this rich, consistent product information to users in an intuitive online experience. From an IT perspective, less time was wasted correcting errors and inconsistencies in the product information. They were also able to easily comply with the challenges of rapid expansion, including support of multiple languages, RoHS/WEEE regulations, and customer contracts that required custom pricing and views into the catalog.

From a sales perspective, customers were now able to easily identify the best solutions to their problems, reducing call-center volume and increasing the percentage of visitors who became buyers. Across key Brady properties, leads and requests for follow-up increased by more than 25%. Brady’s direct marketing brand website experienced an 84% increase in conversions, translating into double-digit growth in online sales. “We’ve seen a huge increase in our conversion rate, and we’re convinced that’s because we

are allowing customers to search and browse through our site in ways that they never could before,” said Schenk.

The future: Continued global expansion

Brady’s online growth continues. Today, Brady uses Endeca and FullTilt across online properties in the United States, Canada, United Kingdom, Latin America and Europe. In the coming years this early success with Endeca and FullTilt will be expanded across all Brady brands and properties.

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