

A ThomasNet Case Study

SOLUTION

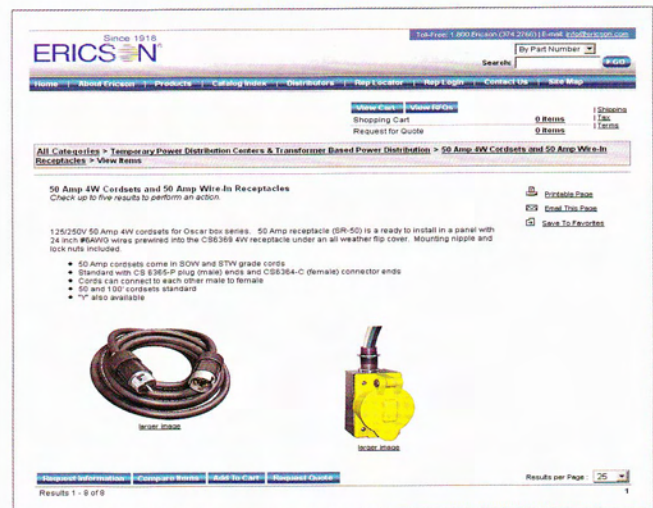
Solution

ThomasNet's Web Solutions team of expert consultants and engineers put Ericson back in the game and facilitated a noteworthy partnership. "ThomasNet demonstrated a deep understanding of Ericson's products and markets. They were able to show me how Ericson could be just as big as my biggest competitor using my website," he said.

Together, Mr. Bearden and ThomasNet built more than just a better website and sales channel for Ericson. Tackling one strategic issue at a time, the team outlined several "must-have" tools that would achieve Ericson's goals—including an online catalog and the capabilities to process Requests for Quotations (RFQs) and conduct e-commerce — all from Ericson's website.

Suppliers' sites must offer the right depth and breadth of information, as well as easy navigation and intuitive functionality. From start to finish, the site, with its online catalog, clearly defined Ericson's offerings—highlighting product categories such as "temporary power distribution," "task & work lighting," and "construction lighting." It allowed visitors to verify at a glance that the Ericson provided what they were looking for. This kind of rich content was crucial for a company like Ericson to stay competitive and boost sales.

By adding more precise product categories, ThomasNet made Ericson's site more accessible to qualified prospects and generated a higher ranking on the search engines. Mr. Bearden recognized that the new rich content was the number one reason for raising its position on searches.



“Ericson and ThomasNet are the best winning team I’ve been a part of.”

Phil Bearden
Product and Marketing Manager for
Ericson Manufacturing Company

RESULTS

Results

Ericson's new website has taken the company to new heights. In 2007, sales grew to \$17 million—up from \$14 million the year before—a 20 percent increase. This is the single largest growth year I have seen for Ericson," said Mr. Bearden. And "easily 50 percent of that growth is attributed to our new website."

Each component of the company's website has contributed to its remarkable sales growth. Ericson is logging 20,000 catalog views per month and between five to eight RFQs per week— 25 percent of which have turned into orders averaging \$3,000-\$5,000 each. "While five to eight RFQs per week may not sound like a lot to some, it's all about the quality of the lead to this company," says Bearden.

The new site has significantly improved their online presence, boosted sales, and made them "recession proof" by introducing them to new customers and markets. "Ericson and ThomasNet are the best winning team I've been a part of," said Mr. Bearden.

Find out how ThomasNet Web Solutions can help you implement a complete, end-to-end web strategy that will enable you to succeed in today's online environment. Contact your local ThomasNet Representative by calling 866.662.0222 or visiting <http://Websolutions.ThomasNet.com>