

MANUFACTURING – Supply Chain Portal

Overview

Charlotte-based Service Thread Manufacturing Company is a premium manufacturer of industrial yarns and sewing threads, converted multifilament yarns, and engineered specialty textile products, including a variety of fiber types such as polyester, polypropylene, nylon, Kevlar and other synthetic blends.



Business Needs

Service Thread's goal was to provide an Internet-based order application for customers and salespeople. The application needed to ensure that the orders were 100% complete with all of the required fields, by requiring input of critical data fields. Customers needed to be able to login and easily reorder from items they had ordered before, as well as having access to historical reporting and current online shipping information.

Strategy

Service Thread's previous website was a static site with outdated content. Logical Advantage updated the system and integrated it tightly with Service Thread's Microsoft Great Plains® ERP application. We installed a Microsoft .NET® open source content manager to enable a non-technical resource to manage the content on the website. We then built several custom modules utilizing the Microsoft .NET® framework which plug into the content manager.



Benefits

With the new website in place, Service Thread salespeople can quote custom-manufactured thread and yarn based upon a client's technical specifications. Prior to the creation of the web portal, the process often required vast amounts of communication if Service Thread engineers were to configure new samples of parts that had never been ordered before. Since the web portal captures accurate information before requests can be processed, it saves time and eliminates the need for unnecessary communication with the client. The ability to easily reorder previous items and to instantly view historical buying trends has allowed Service Thread's clients to be more proactive, predicting their own buying habits based upon historical trends. Because the order-entry system is integrated closely with the Microsoft Great Plains® accounting application, the need for re-entry of data has been eliminated, saving both time and money.

By selecting a Microsoft .NET® open source content manager we were able to:

- use the content manager as a framework for the development of their website, taking advantage of many free modules and role-based security features
- meet the client's requirements of an easy-to-use system whose content could be maintained by non-technical resources
- implement a system that complemented existing investments in Microsoft technologies

About Logical Advantage

Logical Advantage is an award-winning, full-service Information Technology consulting and application outsourcing company. We are dedicated to providing high-quality, cost-effective custom software development and consulting services. We specialize in mastering complex business challenges, delivering mission critical solutions backed by our deep expertise and proficiency in Microsoft® technologies.