

Infopia Case Study: Hardware Sales

Hardware Sales is a recognized name in the Pacific Northwest. What began as a company that sold dynamite to loggers, miners, and road builders has become one of the premier hardware suppliers in the region. True to the spirit of service that has grounded the company for the past 46 years, they have constantly improved to better meet the needs of customers. To this end, Steve Douge joined Hardware Sales to start an internet division two short years ago. He took his passion for what he calls “the best hardware store” and brought it to online buyers on a national and international scale.

While two years is not a long time to build an online reputation, Hardware Sales quickly became the number one seller of name brand power tools on eBay. They enjoy 100% positive feedback from over 33,000 unique buyers and have Detailed Seller Ratings averaging 4.8. While this marketplace is very important to Hardware Sales, they have also branched out into several others—such as Amazon and their own website—to help grow online revenues rapidly.

Location:	Bellingham, Washington
Website:	www.hardware-sales-inc.com
Market Segment:	Hardware Supplies
Technology Needs:	Multi-Channel Selling Order Management Professional Services
What They Have Experienced:	500% more website revenue 600% increase in Amazon revenue 35% of all sales now from internet division



The Situation

With rapid online sales growth, Hardware Sales tried several technology options to help them manage their online selling efforts. They began by using eBay’s Selling Manager Pro to ramp up listings on eBay and then moved to an eCommerce platform with the intention of branching out into other selling channels. However, Hardware Sales was disappointed with the platform’s ability to grow their business.

The first major setback was the Amazon integration, which was \$500 extra to set up and had very limited capabilities. Disappointed on this front, Hardware Sales explored the website solution available to them. It was even more disappointing. The eCommerce solution provider’s own website URL was being used instead of www.hardware-sales-inc.com. Hardware Sales was also charged once an item hit the shopping cart, not after an actual sale. Both the Amazon and website problems were amplified by the complete lack of service they received. Hardware Sales could not get anyone to call or email them back. For these reasons and others, Hardware Sales decided it was time to find a better eCommerce solution.

Finding the Right Solution

Not wanting to waste time, Hardware Sales accelerated their search for a new eCommerce platform by talking to their industry contacts. They were looking specifically for a platform with the best multi-channel selling capabilities and eCommerce support available. They quickly found Infopia.

For Hardware Sales, the ability to really grow meant better access to online buyers, a professional, conversion-focused website, and expert assistance to help them capitalize on selling opportunities. Also important was the ability to better manage their operation through more robust inventory management, transaction tracking, and reporting. Infopia was the right fit on all accounts.

Reving Up an eCommerce Growth Engine

While on the Infopia eCommerce platform for only a few of months, Hardware Sales has already started to see results. Most impressive is an over 600% increase in Amazon Seller Central revenue and 500% increase in website revenue. Prior to switching to Infopia, Hardware Sales saw almost no website revenue. This new website growth is in spite of not having time yet to ramp up online marketing efforts to increase traffic.

The results continue to add up with revenue from the Hardware Sales eCommerce website expected to rival other selling channels quickly. Hardware Sales has also seen a 23% increase in overall online orders and has been able to merchandise roughly 20% more products in a very short period of time—all after recently moving from a competitor’s eCommerce platform.

What is really impressive is that fewer than 10 people in the Hardware Sales Internet Division now contribute 35% of all monthly revenue to a company that has over 120 employees and 11 warehouses. This rapid, sustainable online growth is being supported by better technology and service from Infopia.

What’s Next?

Hardware Sales is just beginning to realize their true online potential. As they sell to more buyers online, they have an almost infinite supply of products that they can tap into from the brick-and-mortar side of their operation. They are confident that they now have the right eCommerce software and expert help to make them not just a successful regional company, but a successful online one as well.

To find out more about how Infopia can grow your online business, call 888.337.6352 or visit www.infopia.com.

WHAT THEY’RE SAYING

“We needed to figure out how to grow our business more efficiently. Infopia helped us reach more online buyers and successfully attack new selling channels better than other solutions. This is a real testament not only to the eCommerce platform they have, but also the people there that consistently help us put our best foot forward.”

~ Steve Douge, Internet Division Manager,
Hardware Sales