

PEPPERIO CASE STUDY

FactoryMaster



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*- Darran Neary,
Technical Sales Director FactoryMaster*



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MEDIASURFACE

Profile

“an important means of attracting new business.”

Intuitive and easy to navigate

For over a decade, FactoryMaster has been providing manufacturing, warehousing and wholesaling software solutions that enable its customers to achieve higher turnover and greater profits. In-depth knowledge of the manufacturing industry has allowed FactoryMaster to build a complete modular system that addresses all of the issues in today's marketplace.

The FactoryMaster website is central to their overall communications and sales strategy and is an important means of attracting new business. With this in mind, the website needs to convey the company's brand, showcase the software and services they provide and demonstrate the variety of industries that use their products. Before switching to Pepperio, FactoryMaster's website was built using standard html pages developed internally, but this was frustrating for the business on several fronts.

Alterations to the website that were essential to enable the business to react quickly to changes in the marketplace took too long to implement. New pages took time to develop and if the person in charge of the website moved on, then vital time and resources would be wasted in recruiting a replacement. The situation was not ideal for a rapidly expanding company that prides itself on professionalism.

Darran Neary, Technical Sales Director of FactoryMaster explains why the company chose Pepperio:

“We wanted a website that would help us generate new business by giving us the ability to make strategically critical updates ourselves in minutes. Pepperio has given us that and so much more. It is an extremely intuitive solution, very easy to navigate with an interface that contains all the familiar controls you would expect to see on any other desktop application.”



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“Software for **tough** businesses”

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Fig. 1. FactoryMaster's website; www.factorymaster.co.uk

“Complete Control”

“Once the design element of the site was built we gained complete control, which allows us to update content, add or delete pages, change links, all at the click of the mouse anytime we want. Now anyone with authorisation can update the site. In practice this tends to be the directors of FactoryMaster who understand the needs of the business, and not being technically minded they needed a system that was easy to navigate and use.”

Pepperio allows FactoryMaster to make changes to its website from any web browser with users having the ability to preview the changes before they are published. This allows for changes to be made to the website from anywhere – during a normal working day, a quiet moment at home on the weekend or even during high pressure meetings.

“With Pepperio we can make decisions in a board meeting and change the website there and then to see how it looks, be it a sales promotion, a product enhancement or even a different market strategy”, says Darran. “Once we’ve agreed the changes, publishing is as simple as clicking a button. The amount of time that Pepperio has saved us is enormous, because the changes are made by the people that know and understand the business’s objectives.”

Hassle-free

Hassle-free hosted solution

Pepperio is a hosted website management solution, which not only takes the hassle out of all the technical aspects of creating and maintaining a website, but it also makes it easier for small to mid-sized businesses to afford. For a fixed monthly cost FactoryMaster has high level website functionality, without having to invest in expensive software. In addition, Pepperio is completely scalable, so it can grow with FactoryMaster as the business develops.

“It’s not just minor alterations to the website that Pepperio helps us achieve”, continues Darran. “Previously, if I wanted to add a new product that required a new page or sub-section for example, it could take days or even weeks depending on the workload of the webmaster. It’s great. Now I can add new pages so easily. We can build up the page behind the scenes ready to publish on the appropriate day, confident in the knowledge that it will be consistent with our web design and that it will project just the right image we want to create.”

In addition to standard website management tools, Pepperio provides additional functionality vital to successful Search Engine Optimisation, helping FactoryMaster to improve its website ranking. Switching to Pepperio has allowed FactoryMaster to make other savings too by eliminating the need for expensive website software updates and additional tools such as web traffic statistic software.

“We have been using Pepperio for over six months and it has completely transformed how we use our website in promoting ourselves to new and current customers,” concludes Darran. “Every detail about website management has been thought of and yet Pepperio is so simple to use that our business can now be as dynamic online as it is offline.”