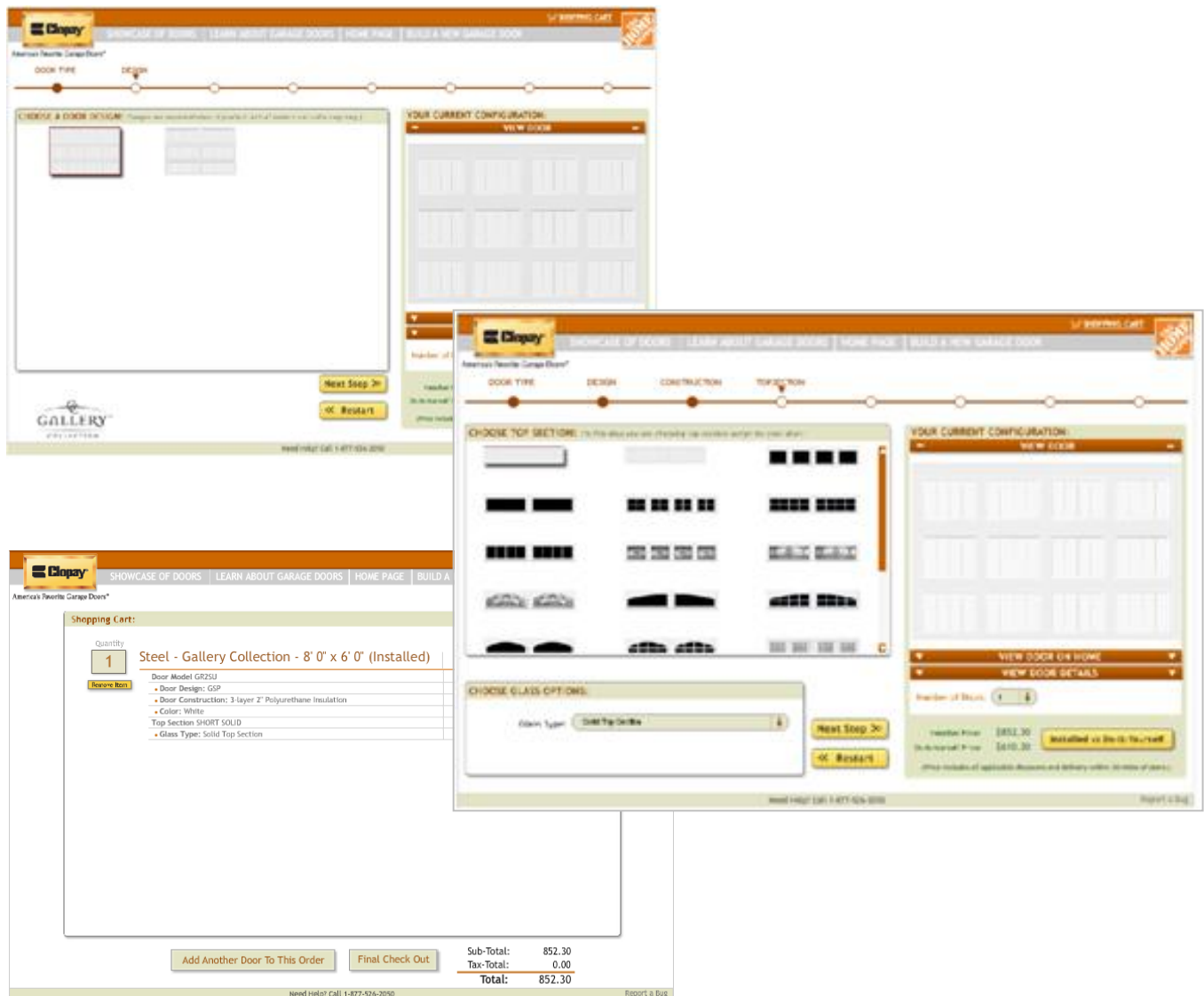


Product Configurator for eCommerce

ViewSource CASE STUDY



The Home Depot Door Configurator

Clopay Building Products Corporation, Mason, OH

Clopay® is the nation's premier garage door manufacturer and distributor with a preferred supplier relationship to The Home Depot®. Clopay® engaged ViewSource to enhance the online buying experience of garage doors, while also incorporating greater efficiencies in the processing of ecommerce transactions between The Home Depot® and Clopay®.

The challenge was devising a way to purchase a door online with countless possible configurations ranging from door construction, hardware, color and glass options and calculate the sale price for purchase online. Dynamic pricing was needed to accommodate regional variations in materials and labor costs, along with the ability to offer seasonal product promotions based on price discounts. This had to be integrated seamlessly into The Home Depot® website. Clopay® is delighted with the outcome in providing consumers a garage door buying experience unrivaled by its competitors, while also improving order entry efficiency and processing through automation to minimize errors and lower order handling costs.