

# **TABLE OF CONTENTS**

Executive Summary	i
Acknowledgements	iii
Table of Contents	iv
List of Figures	vi
1. Project Introduction	1
2. Project Goals and Objectives	2
3. Approach and Methodology	3
4. Capabilities of Brady Signmark’s Configurable “Customer.com” Websites	4
4.1 Registration	4
4.2 Safety and Facility Identification	4
4.2.1 Hot Products	4
4.2.2 “Company Name” Standard Products	4
4.2.3 My Favorites	4
4.2.4 Catalogue of Safety and Facility ID	4
4.2.5 Brady Identification Services	5
4.2.6 VIP Assessment Services	5
4.2.7 Lockout Tagout Seminars	6
4.3 Productivity	6
4.3.1 Steps to a Visually Instructive Plant	6
4.3.2 Tools for Creating VIP	6
4.3.3 Steps to 6S Productivity	7
4.4 Ordering Information	7
4.4.1 Shop Our Online Catalogue	7
4.4.2 Quick Order	7
4.4.3 Check Price and Availability	7
4.4.4 Check Order Status	8
4.4.5 Check Open Invoice	8
4.4.6 Contract Agreement	8
4.5 What’s New?	8
4.6 Support	8
4.6.1 Customer Service	8
4.6.2 Technical Support	9
4.6.3 Field Support	9
4.6.4 Knowledgebase FAQ’s	9
4.6.5 Regulatory Hotline	9
5. Customer.Com Vs Lands’ End Websites	10
5.1 How Do I Order Using This Web Site?	10
5.1.1 Browse and Shop	10
5.1.2 Add Items to Your Shopping Cart	10
5.1.3 Checkout	10
5.1.4 Receive Your Order	10
5.2 What If I Have a Special Request?	11

5.3 What If I Am Outside of the United States?	11
5.4 Why Should I Register?	11
5.5 Is My Privacy Guaranteed?	11
5.6 Where Can I Learn More Specifics About Products?	12
5.7 How Do I Track My Order?	12
5.8 How Do I Request a Catalogue?	12
5.9 What If I'm Not Happy With My Order?	12
6. Customer.com Vs Premier Dell Websites	13
7. Analysis of On-Line Surveys and Telephone Interviews	14
7.1 Awareness of Customer.com	14
7.2 Interest in Customer.com	14
7.3 Procurement	15
7.4 E-Procurement	15
7.5 E-Procurement through Brady	15
7.6 Online Business	15
8. Recommendations and Conclusions	16
8.1 "Customer.com" Websites Enhancement	16
8.2 Distributor Integration	17
8.3 Conclusion	18
Bibliography	19
Appendix A	21
Appendix B	24
Appendix C	27
Appendix D	35

## **LIST OF FIGURES**

Figure 1: Brady's Distribution System, page 1

Figure 2: Distributor Integration Model, page 18