

Gale Pacific International - Coolaroo

eCommerce solution that links to the Inventory Management Systems (IMS) via web services

Gale Pacific markets weather protection products under the brand Coolaroo throughout North and South America, Australia, New Zealand, the Middle East, Europe, and Asia. Coolaroo products are constructed with the added protection of a unique knitted fabric. This state-of-the-art material blocks out harmful UV rays, yet allows cool breezes to pass through it.

Challenge: Gale International wanted to provide its consumers with a dynamic online experience as an alternative to its existing static site, which lacked consumer involvement. Additionally, Gale required secure online ordering and tracking capabilities for a catalog of largely outdoor products.

Solution: Intellavia provided an aesthetically pleasing solution to consumers worldwide, meeting the creative challenges presented by Gale. Working closely with Gale, Intellavia revitalized and remodeled Gale's web site, which meant balancing user-friendly navigation with reliable site architecture and performance. Intellavia created an eCommerce solution that links to the Inventory Management Systems (IMS) at Gale to allow the consumer attempting purchase to have real-time information about the availability of product, updating the IMS quickly based on information collected from the eCommerce component. Intellavia continues to work closely with Gale to develop and enhance relevant tools and online solutions specific to the marketplace.

Result: Consumers are able to purchase and construct Gale's retail product line online with ease using the tools and resources provided on the Coolaroo site. Online order tracking and account access enhance the value of Gale's new online presence to its consumers and dealers.