

Client	Rockwool
Sector	Manufacturing
Solution	Custom database and web-based ordering
Key Benefits	Improvements to customer service and new sales channels opened up

Leading international manufacturer, Rockwool Limited, has opened up new sales avenues by implementing a web-based ordering system for their clients.

Rockwool's insulation products are used during the construction of buildings to provide energy saving, fire-proofing and noise reduction.

"As an IT department, we adopt a proactive approach to supporting the rest of the business. We aim to contribute directly to the company's profits by creating an environment where our customers find it easier to do business with us" said Keith Bollington, IT Manager.

"We needed a system that would allow customers to place orders directly into our existing computer systems and then provide information to track the progress of that order right up to delivery at their premises."

Logic Software's solution was a web-based ordering system. "This new online ordering system allows us to provide a better service to our clients. They can view their own personalised product catalogue, place orders at a time to suit them, keep track of their order throughout the manufacturing and delivery process, and view management information reports to aid planning" said Mr Bollington.

"We had been let down by another software development company, so professionalism and reliability were important to us in making the decision on which company to award the contract to. Logic Software has delivered a first-class solution."

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