

**For Immediate Release**

**November 2009**

## **CDI – New Customer Announcement –**

### **Batesville Casket Company has a successful “Go live” with their new B2B customer storefront.**

Computer Discoveries, Inc. (CDI) is pleased to announce that Batesville Casket Company has chosen CDI’s ERP2Web product as their next generation B2B Storefront eCommerce solution.

For more than 100 years, Batesville has been a leader in the funeral industry. Batesville <http://www.batesville.com> helps customers make every funeral meaningful. That means reaching far beyond the traditional role of the manufacturer. It means providing a unique combination of quality burial and cremation products to funeral home customers and giving them the tools and support to help families create meaningful funerals that celebrate and honor their loved ones.



#### **The Challenge**

Batesville cited market changes as the main reason for them to augment stellar CSR operations with a dynamic 24x7 storefront for Batesville funeral home directors.

***“Our biggest business challenge was to bring the personalization process online - not only the ability to render engraving text and designs onto images of our products, but the ability to do this dynamically” said Mary Ann Burr, Batesville project manager. “Unlike traditional ‘stock’ Storefronts, Batesville needs real-time integration with the JDE ERP configurator to work directly against the JDE product attribute (segments, values) and logic. Of utmost importance, the e-Commerce site needs to be easy to use.”***

## **The Solution**

Batesville & CDI worked through many project sessions to finalize the “Batesville Options Online™” <https://order.batesville.com> storefront solution using ERP2Web.

ERP2Web natively works real-time with JDE stock, kit and most importantly, configured items. Users work seamlessly with JDE configurator data and logic (cross segment editing/assembly inclusion rules).

Users have photo quality graphic representation and manipulation because Batesville and CDI partnered with Adobe Scene 7 to provide rich-media functionality.

Text can be enlarged/reduced and moved in 4 different directions on the product image (engraving surface), plus have one of 6 different fonts applied. The engraving design images can also be moved, enlarged, and reduced within the engraving surface.

All of this is made possible by ERP2Web software passing parameters (customer inputs) to Scene 7 URLs to render the image on the screen.

When the customer is satisfied with the image, it is approved online, which replaces a manual back and forth faxing process. Once the personalized order is placed, a PDF with the image of the customer's exact engraving selections is created. This PDF can then be read into Corel Draw software, which is integrated to engraving machines, and is ready for immediate engraving.

ERP2Web provides real-time integration with FedEx and Purolator to provide the user with both day and time of the delivery.

The online order accurately reflects appropriate JDE order type (both main order types and internal cross border fulfillments), depending on business process being invoked, to ensure seamless and efficient fulfillment of the order on the back-end.



Batesville Casket Company's Vice President, Business Information Systems, Darryl M. Maslar, comments about the ERP2Web Batesville Options Online™ solution:

***"Our goal was to deliver more than just another ecommerce site as this would not satisfy our customer's unique needs. The Batesville/CDI team met the goal... with ERP2Web integrated with our JDE ERP system our customers have visibility to their orders which is important considering the time sensitive nature of our products. We have also wanted to enhance the process involved with the ordering of an urn...now our customer has the ability to create a personalized urn online, proof it and send it directly to the engraver."***

***"I wish to thank the CDI team for all their hard work. They went above and beyond to make this a success."***

### **The Benefits**

"The complexity of this project required a total commitment and focus from the combined team to deliver the desired outcome. ERP2Web's robust functionality, flexible architecture and real-time integration with JDE's EnterpriseOne provides instantaneous proofing of configured items with associated pricing, 24 hour visibility into order status and the elimination of several days from their order process. Batesville's customers, many of whom are not computer savvy, praised the ease of use for this time saving solution" said Suhas Gosavi, CDI's president. "We are extremely proud of the results and a successful launch."