



## **RIISING TO THE CHALLENGE FOR HYDE MANUFACTURING COMPANY, SOUTHBRIDGE, MA**

### **PHOENIX Provides Partner e-Commerce Solution for Hyde**

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#### **THE BACKGROUND**

The Hyde Manufacturing Company located in Southbridge, Mass., is into its second century of service to American industry and the home handyman. The essence of Hyde's success is concentrating on what it knows best; laser cutting, blanking, heat treating, grinding and polishing steel.

#### **THE CHALLENGE**

Hyde management knew an e-commerce offering was critical to its future success and ability to stay competitive in the ever-growing e-commerce marketplace.

Hyde has been one of the nation's first BPCS® system users. The company wanted an e-commerce product that would fully integrate and complement its BPCS ERP system. In addition to being competitive, Hyde wanted to offer a business-to-business solution to improve efficiency, increase its market share, reduce costs, and offer 24/7 customer service and support.

#### **THE SOLUTION**

Hyde had a long and trusted relationship with the PHOENIX Business Consulting team. Company management knew that PHOENIX understood its business processes and needs and would strive to find the right value-add solution.

The PHOENIX team went to a partner solution to assist Hyde in its e-commerce project by recommending and then implementing the INTERSECT COMMERCE INTERPORT product. This product provided real-time data exchanges with the company's BPCS systems. It also enhanced several areas of the company's operations, most especially, with its customers. Hyde personnel were very impressed with the functionality and quick installation of the INTERPORT product. As its B2B provider, INTERPORT also offered ease of use, integration directly with BPCS, leverage of the company's investment in BPCS, the ability for Hyde to maintain its online solution in-house, which translated into cost savings, and promotion of customer loyalty.

#### **THE RESULTS**

Hyde is now stronger competing in an e-world. And, even more important, Hyde customers and partners are more satisfied because they can now check order status and enter orders on-line in a real-time environment 24/7/365. This functionality removed a significant administrative burden from Hyde's customer service department. Hyde is also able to market banner ads for new products to its customers. It's a win-win for everyone.