



# R.B. Zack & Associates, Inc.

## Case Study: GenWeb Lets Companies Develop an Online Brand

### **Challenge: Create Online Storefronts for Emerging Businesses**

An effective web presence with a distinctive online storefront is essential for many companies. Many businesses want a specific “branded” look and feel, and need to be able to control the site’s content, presentation and navigation. Such capabilities can be expensive and difficult to get from inflexible packaged software.

### **Solution: GenWeb Lets Companies Develop Their Online Brand**

RBZ&A created GenWeb, a custom eCommerce solution that allows companies to develop a storefront that matches their personality. Using common routines and a dynamic database, GenWeb models the complex needs of department store-type sites. The software’s robust database design can easily serve customers with hundreds to hundred-of-thousands of products.

The eCommerce engine, which employs an administrative user interface, can be customized on the fly and can be used for both B2B and B2C sites.

#### **Results**

- Flexible online storefront development for non-technical resources
- Easy customization enables brand consistency
- Application works for B2B and B2C companies

#### **Technologies Used**

- SQL Server
- ASP

**For more information, contact us today at [sales@rbza.com](mailto:sales@rbza.com) or 310.303.3320.**