



# R.B. Zack & Associates, Inc.

Case Study: [www.GoldAndSilverOnline.com](http://www.GoldAndSilverOnline.com) Precious Metals Site

*Gold and Silver Online (GASO) offers a variety of gold and silver bullion and coins from their eCommerce site. GASO offers very competitive prices on these products and takes orders 24 hours a day. GASO prices closely follow wholesale metal pricing and adjust dynamically with the market..*

## Challenge: Create a Precious Metals eCommerce Site

GASO needed an attractive, easy-to-use site where private and commercial investors could place trades around the clock. In order to protect GASO from market variances, there had to be strictly applied business rules for pricing and market loss management both during hours and after-hours. The site not only needed real-time spot pricing for Gold, Silver, Platinum and Palladium, but easy updates to product costs for specific items was necessary. Good customer communications from trade through fulfillment had to be automatically emailed from the site.

The site manages all orders; whether placed by phone during business hours, or online, 24 hours a day. It is the face of GASO to the buying public, and the source for client order history. Our challenge was to create a highly customized eCommerce solution that would meet all the business rules and appearance requirements for this dynamic new company. Their ability to do business was 100% predicated on receiving the site on time and on budget.

## Solution: Customized NOP eCommerce Site

We designed the [www.GoldAndSilverOnline.com](http://www.GoldAndSilverOnline.com) site with equal attention to the User Interface and the business logic. Using the NOP eCommerce solution as a foundation, RBZ&A developed a deep understanding of GASO's pricing model and business rules. By implementing these rules in an automated manner, GASO can provide highly competitive pricing that applies product-specific rules for each item in their inventory. Management of the products, site content, images, and other site elements is achieved through the NOP Administration panel, which is also highly customized. GASO can set site minimums and maximums. Change their per-product multipliers, and compute shipping charges based on tiered buying levels.

Clients can view their Order History and see the Profit/Loss on each product to date. Payments are processed using Authorize.net CIM integration, transactions are secured by VeriSign SSL.

GASO can now process orders around-the-clock in an attractive, easy to maintain site. They can focus on business development, marketing, and fulfillment activities, and allow the site to manage their client's purchases, histories, and accounts.

### Results:

- Full-featured eCommerce site
- Complex management of product pricing, margins Business Rule application
- Site provide secure access to purchase and view current and retrospective client account information.

### Technologies Used:

- C# 4.0
- NOP eCommerce
- .NET Framework 4
- IIS 7
- Web Services
- Authorize.Net CIM
- SQL Server 2008 R2

*"Choosing R.B. Zack to develop our website was the right decision. It has been a great experience. You have a great team."*

Eric Griffin  
President,  
Gold and Silver Online

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

