



From stagnant to dynamic web presence,  
FireStore reaps the rewards

### In a snapshot:

**Client:**

FireStoreOnline

**Business Issue:**

Needed CustomView® Virtual Proof module to have a dynamic web presence within the existing template-driven framework.

**SolveIT's Solution:**

CustomView® Virtual Proof module with the ability to share technology.

**Business Result:**

Additional sales, capturing customer requests in its entirety, a satisfied customer base.

### Company Background

Established in 1998, FireStoreOnline was the Nation's first online fire store of its kind. The company was founded by a Florida firefighter/paramedic, who still owns the company today. FireStoreOnline is a trusted name in the law enforcement and fire rescue industry. FireStoreOnline is a distributor of Hook-Fast Specialties' badges.

### Business Issue

Witnessing the overwhelming response that Hook-Fast received after implementing SolveIT's CustomView® Suite of applications, FireStoreOnline, too, wanted the dynamic, e-commerce application installed in its server. However, unlike Hook-Fast, FireStoreOnline had a template-intensive framework that was difficult to be customized. This led to the following issues:

- A rigid framework posed too many challenges to implement Hook-Fast's user interface on FireStoreOnline's website.
- The template-driven application wasn't conducive to deploy CustomView® Virtual Proof module to achieve the same desired results as Hook-Fast.

### Additional challenges faced:

- A lack of an interactive e-commerce application made FireStoreOnline web-site look static and registered several customer 'walk-aways'
- Potential loss of business opportunities because of an inability to mirror the manufacturer's technology and had difficulty in capturing the critical details of the customer's orders

## **SolveIT's Solution:**

- Challenging to implement CustomView® Virtual Proof module in FireStoreOnline's template-driven framework
- Devised a strategy to enable FireStoreOnline have a dynamic store front online without having to incorporate CustomView® in the existing template-driven application
- Deployed an application that enabled Hook-Fast to share our CustomView® Virtual Proof module to FireStoreOnline
- Sharing ensured that FireStore didn't have to make any changes to its existing template-based framework and also began providing a virtual sample of Hook-Fast's products

## **Business Results:**

- Sales orders witnessed a spike within the first few months as customers were able to design and see their personalized badges online
- CustomView® technology enabled FireStore to capture customer orders in its entirety
- As more orders were processed, led to additional business for FireStore and in turn Hook-Fast

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