



# Strength. Strategy. Stability.

## Martin's Herend Imports, Inc. Web sites are Works of Art

*We didn't want to be left behind, we needed an e-commerce solution to make our operations more efficient..*

**Merri Beth Thorson**  
Director of Information Systems  
Martin's Herend Imports, Inc.

**W**hether you're looking for that perfect fishnet-patterned porcelain figurine with 24-carat gold accents to enhance your collection; searching out a specific hand-painted dinner plate to complete your set; or selecting a beautiful gift for a bride and groom, you can find what you need and where to purchase it now that Martin's Herend Imports, Inc., (Martin's), U.S. importer of Herend porcelain and figurines, offers its entire catalog for consumers to view online.

Martin's has also created new Web sites for online product ordering for its retailers. "We didn't want to be left behind," explained Merri Beth Thorson, Martin's director of information systems. "We needed an e-commerce solution to make our operations more efficient."



### An Elegant Solution

Martin's reputation for quality products, which are sold in high-end department stores like Neiman Marcus and Nordstrom as well as fine gift shops, made it no surprise that they wanted to hand-pick the best technology solutions provider they could find to extend their Progress-based applications to the Web. Bravepoint (formerly United Systems, Inc.) impressed Thorson with both the depth of its consultants' knowledge and the tenacity with which its account management team kept the project on course.

Now Martin's consumers and retailers can check product visuals and descriptions online by easily browsing the product catalog. Retailers can enter orders at their convenience on the B2B sites. The sites are integrated with Martin's back-end database, so a product change on the native system shows up seamlessly on the Extranet, thereby ensuring that information is always completely up-to-date.

Additionally, BravePoint helped Martin's to Web-enable Present Tense, a sister company which imports Italian and Hungarian pottery, for a total of four Web sites. The .com sites for both companies allow consumers to view products and direct them to local retailers for product purchase. Now, you no longer have to worry where to go to replace that hand-painted pitcher that you accidentally broke.

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