



Microsoft
GOLD CERTIFIED
Partner

Overview

Businesses must offer anytime, anywhere access to merchandise, on a variety of communication devices, in order to build deep and lasting connections with web-savvy consumers. This requires an e-commerce solution that has the power and flexibility to deliver an unparalleled online shopping experience and the ability to manage multiple channels. RCM has the expertise to do this and provide your company with a reliable and flexible e-commerce solution that will drive traffic to your site and accommodate the shopping needs of your customers in user-friendly interface.

RCM's e-commerce solutions help set a new benchmark for simplicity and allow businesses to get their stores live and merchandise moving more quickly. By combining technology and experience, RCM is able to provide an e-commerce solution that enables fast and easy information-editing and smooth content management with workflow approvals. Whether you are a developer, IT pro, designer, marketing manager, customer service representative, or merchandiser,

“The e-commerce solution RCM implemented for us has given us a more stable e-commerce environment. It has also provided additional capabilities for our customers. For an example, our customers can now provision their own accounts rather than having to contact us by phone to get an account setup; this has saved time for both our customers and our company.”

~ Suzanne Artzberger, IT Director

Better Investing

National Association of Investors Corporation

RCM works closely with customers to address the specific needs of everyone involved in the planning, maintenance, and execution of an e-commerce strategy.

Solution Expertise

- Customer, Catalog and Order Management Systems
- Business to Business and Business to Consumer
- Backoffice Integration
- Integrated Content Management
- Full-Service Design

RCM Technologies®

Enterprise Business Solutions

Specializing in business solutions that revolutionize the way your company operates, RCM Technologies Enterprise Business Solutions is a recognized top-tier Microsoft National System Integrator and an expert in business solution implementations, project management and training services.

RCM's solutions are custom tailored to your needs and deliver measurable improvements in the areas most critical to your Company's success. Our powerful project management tools streamline and coordinate project-based initiatives across your organization, and our highly skilled consultants and technicians augment and enhance your team's skills.

RCM helps your company leverage business investments in technology and capitalize on emerging tools and systems. RCM makes technology a critical instrument for your success.



The XIAMETER® brand is Dow Corning's web-enabled business for selling standard silicone products at market-driven prices. All standard silicone products manufactured by Dow Corning are available under the XIAMETER® brand.

Business Situation

In 2002, Dow Corning recognized that their customers were asking for an easier and more affordable way to buy standard silicones. Because of this need in the marketplace, the Company introduced the XIAMETER® business model. Unrivaled to date and the first of its kind in the silicone marketplace, this online web-enabled model allowed customers to purchase high quality, standard silicones ranging from rubber bases and compounds to dimethyl fluids and emulsions, to sealants and silanes. Due to changes in the competitive landscape, market conditions, and evolving customer needs, it was time to expand the XIAMETER® business model. Customers desired more product and ordering options and efficiency benefits, which included unbundled pricing and the ability to purchase in smaller volumes. To address these customer needs, Dow Corning, through the XIAMETER® brand, decided to implement a new and expanded e-commerce solution that entailed a rewrite of the entire XIAMETER® website. The solution also required a full integration with the Company's back end Enterprise Resource Planning (ERP) system in order to gain efficiencies in operations allowing for automation of the the order entry platform.

Solution

Dow Corning wanted to expand the online portal for the purchase of standard silicone products to help customers deal with challenging economic markets – RCM Technologies helped them achieve this goal. After evaluating the business needs, RCM worked with the Company to create a best-in-class e-commerce solution. By utilizing Microsoft Commerce Server 2009, RCM implemented a solid foundation for the core of the e-commerce solution. BizTalk was also used for SAP integration, and SharePoint was utilized for multi-lingual web content management.

Benefits

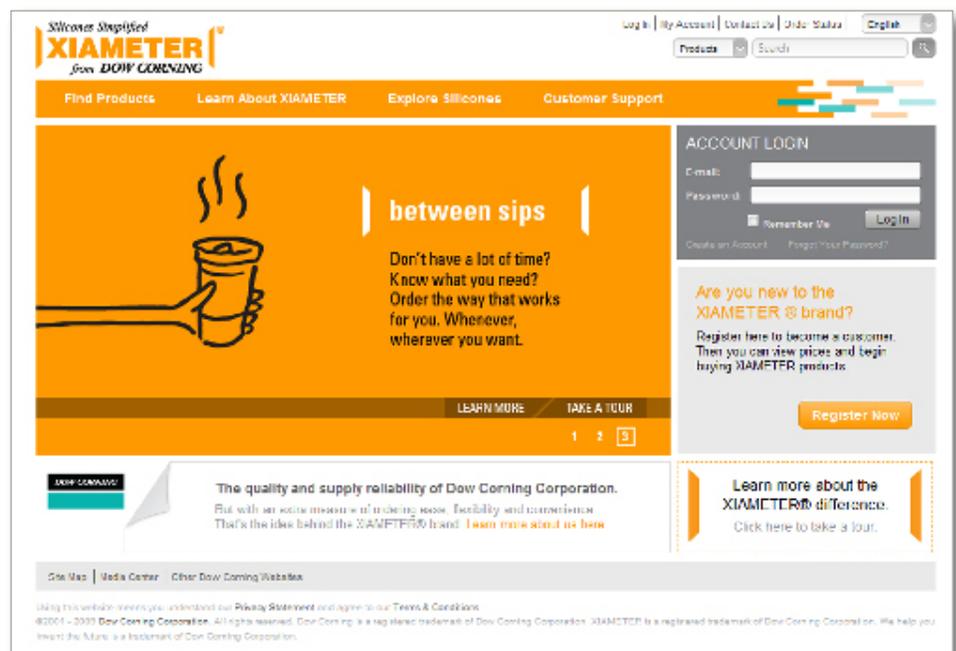
Today, with an expanded product lineup and a powerful commerce web site, the promise of this revolutionary buying model has become a reality. The solution implemented by RCM resulted in an attractive, user, friendly, on-line ordering site that makes efficient use of a customer's time. The site allows users to place an order when and where it's convenient for them, with immediate confirmation of price, quantity, and ship date. The expanded business has also increased the options for customers who do not want to pay for services they don't need.

Software and Services

- Microsoft Commerce Server 2009
- Microsoft BizTalk Server 2006
- Microsoft SharePoint Server 2007
- Site Creation and Design

“RCM was able to make our e-commerce vision a reality. Dow Corning now has the ability to take the XIAMETER® business model to the next level and make our products and benefits available to a greater number of customers.”

Shelley Bausch, Global Executive Director
XIAMETER® – Dow Corning



www.xiameter.com