

## **Pruett Supply Takes Its Catalogs to the Web with SoftQuad's MarketAgility Express**

### ***Background***

Pruett Supply, Inc. is an industrial-supply business located in Layfayette, Georgia—a small town nestled under Lookout Mountain, in the rural Northwest corner of the state. Pruetts sells parts and supplies to textile manufacturers, designing and fabricating their own machine parts, as well as reselling belts and bearings from other suppliers. The family-owned company has 18 employees.

### ***Challenge***

When Pruetts largest customer announced that it wanted all of its suppliers' catalogs provided online, Pruetts realized it would need to get Web-ready in a hurry. With no internal IT staff, Pruetts needed to quickly produce an electronic catalog compatible with the customer's e-procurement system on the Ariba Commerce Services Network.

### ***Solution***

Pruett turned to MarketAgility Express, a desktop application designed to help small and mid-size suppliers publish their catalogs to the Web. Developed by SoftQuad Software Ltd., MarketAgility Express enables business users to create and maintain catalogs for Ariba e-marketplaces—without support from technical staff. Using MarketAgility Express, Pruetts Supply was able to create and upload a valid e-catalog to the Ariba network in less than an hour.

According to Joe Pruetts, co-owner of Pruetts Supply, "MarketAgility Express is the only tool we found for smaller companies that shields them from the complexities of e-procurement software and systems, while increasing productivity and time-to-market advantage."

MarketAgility Express walks businesses through the steps of creating an e-procurement catalog, including the setup of basic information such as company names, DUNS numbers, and currency preferences. To accelerate the process, the tool can import product information from Microsoft Excel or Access files. Guided by an import wizard, users can preview and select product entries before actually importing the data.

On its first foray into e-procurement systems, Pruett Supply found two other features of MarketAgility to be invaluable. First, the tool validates the catalog before attempting to upload it. This identifies any errors so that they can be fixed before they cause the entire catalog to be rejected by the e-procurement system. Also, MarketAgility simplifies the process of classifying products into UN/SPSC codes (the global product classification system now used by most e-markets, including those on the Ariba network).

## **Results**

With MarketAgility Express, Pruett Supply not only met its customer requirement for an Ariba-enabled catalog, it broadened its reach into other markets. Shortly after publishing its first catalog online, Pruett was invited by a neighboring state government to become a supplier in its Ariba e-marketplace, exposing Pruett's wares to hundreds of new potential customers.

Previously, it took six months for Pruett to produce a paper catalog. Now, using MarketAgility Express, Pruett can create an online catalog in an hour, and issue updates and price changes in minutes, ensuring its e-market customers always have accurate and up-to-date information.

The speed and ease with which MarketAgility Express enabled his business to participate in e-commerce has expanded Joe Pruett's vision of his company. "With MarketAgility Express, we were able to create an online catalog in no time," he said, "and can make changes as often as we like. This product has given our company access to a whole new world of opportunity on the Web."

## **Pullquote**

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*Joe Pruett, Co-owner, Pruett Supply, Inc.*