

Sales Solutions To Everyone's Taste

## Prequel Sweetens Sarris Sales Site

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*Sarris Candies found just because chocolates taste great right out of the box doesn't mean that an "out of the box" sales solution would help them sell their chocolates. Prequel helped them upgrade to an online commerce solution that worked as well as their products taste.*

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### Overview

#### Company Overview

Sarris Candies is a national provider of locally manufactured premier chocolates, candy and gifts for every occasion. Headquartered in Canonsburg, PA, Sarris Candies' products can be found in over 450 retail outlets throughout Pennsylvania, Ohio, West Virginia and New Jersey. These products can also be purchased online and delivered throughout the continental United States.

#### Business Challenge

Sarris Candies had been utilizing out-of-the-box eCommerce solutions for the last half of the decade. As their brick and mortar business has grown exponentially, previous eCommerce solutions have limited their online sales potential. Their old system was not able to process the high volume of orders. There was extensive customization required to support their product offering. Sarris Candies engaged Prequel to develop a customized eCommerce solution that would support their immediate and future business needs.

#### Solution

First, Prequel maintained Sarris Candies' existing eCommerce product to enable them to successfully get through the busy holiday sales seasons. Prequel then worked closely with Sarris Candies to gather requirements of the new system. Once the System Design had been approved, Prequel Solutions developed the application based on the approved functionality. The development of the Sarris system included construction of the graphical user interface, creation of the SQL Server database structure, development of stored procedures for the database, construction of external system batching processes, and implementation of system security.

#### Profile

Sarris Candies is a local producer of chocolate, candies and gifts that are sold locally in retail stores and nationally through their web site.

#### Business Need

Sarris Candies' prefabricated eCommerce solution was insufficient to meet the growing needs of both their retail stores and their online sales portal.

#### Benefits

Easy-to-use customer interface  
Secure administrative site area that makes product line maintenance and reporting simple  
Integrated online gift card maintenance  
Ability to efficiently manage both seasonal and permanent product lines  
Effective and efficient handling of complex order configurations such as multiple shipments and special shipping options

#### Technology Services Provided

VBScript, ASP, JavaScript, SQL Server 2005  
Application Development Services  
Third-Party Web Portal Integration

## ***Benefits***

With the implementation of the solution provided by Prequel Solutions, Sarris Candies' ability to process orders safely, securely, and efficiently has skyrocketed. The system put in place by Prequel can grow along with Sarris and can be easily modified to encompass a myriad of changes and additions to their product line, including both permanent and seasonal products.

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## ***For More Information***

For more information about Prequel Solutions call us at 724.820.1575

visit us on the web at: [www.prequelsolutions.com](http://www.prequelsolutions.com)

or email [info@prequelsolutions.com](mailto:info@prequelsolutions.com)

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