

# American Hydro Systems

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that means  
Business

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**database architecture and design**

**custom e-commerce system**

## About American Hydro Systems

Established in 1985 in St. Petersburg, American Hydro Systems, Inc. is dedicated to helping people solve problems that come with the use of well water.

American Hydro makes environmentally friendly chemicals and systems used to treat well water for residential, industrial, commercial and plant nursery irrigation systems. The main product lines are rust stain removal and prevention chemicals and systems, and fertilizers and fertilizer feeder systems for small-scale irrigation.

## The Situation.

American Hydro Systems needed its initial corporate website to serve as an extension of its physical business. The American Hydro team was looking for a solution that would effectively serve as the online version of the company. Specific site and solution functionality requirements included award-winning creative, product line brand enhancement, improved customer service and support and an online commerce system that was easily managed by American Hydro staff.

## The Solution.

DataGlyphics has provided ongoing application development, hosting and managed services to American Hydro Systems since 2001. DataGlyphics helped American Hydro build, maintain and manage a comprehensive system that has grown to become a valuable part of American Hydro's overall business. Working with the American Hydro team, DataGlyphics provided strategic consulting services to help identify key business processes that would benefit from becoming Web-enabled. Then, DataGlyphics designed and developed the American Hydro site with the goal of strengthening its product line brand image, enhancing customer service and enabling online sales. To date, a significant portion of American Hydro's revenue is generated online, and the company continues to work with DataGlyphics as its Web partner.

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