

Cee Bee's Citrus

industry:: retail services

www.datag.com

Technology
that means
Business

custom e-commerce engine

integration with existing systems

secure administrative portal

About Cee Bee's Citrus

Cee Bee's Citrus is a collection of groves owned by the Burchenal family. The family-owned groves specialize in heirloom fruit varieties – and all fruit is grown, picked and packed on the property.

Cee Bee's has approximately 300 acres growing 14 varieties of citrus, and the layout of the land ensures a perfect growing climate and vintage trees provide a unique crop.

The Situation.

Cee Bee's Citrus needed a solution – *fast*. The season was approaching and it wouldn't last long. To help maximize sales from the year's crop, the team at Cee Bee's Citrus decided to implement a new e-commerce system. During planning, the team determined that the new system must not only capture Web orders, but it also needed to integrate with existing shipping and order processing systems.

The Solution.

The season was saved! DataGlyphics created a custom e-commerce engine that successfully integrated with Cee Bee's shipping and order processing systems. Now, shoppers can purchase a variety of citrus products, and their online orders are processed in real-time and sent immediately to Cee Bee's packing facilities for shipment. DataGlyphics also developed a secure back-end administrative portal that allows Cee Bee's personnel to logon and manage site content such as product listings, product packages, gift certificates, descriptions and pricing. Brent Harmon, Web manager with Cee Bee's, said, "DataGlyphics delivered on time, and with the new solution we've enhanced the functionality of www.CeeBeesCitrus.com and gained an efficient tool for managing orders and our site content."

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