

## eCommerce Website with Engineer-Oriented Guided Configuration Boosts ROI in Lean Times, in Good Times

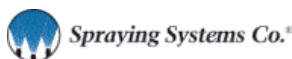
Since 2002, Spraying Systems' online sales channel has guided tens-of-thousands of design engineers around the world to discover and select spray nozzles in countless complex configurations. Rudi Schick, Spraying Systems' Industrial Division VP is a true Internet pioneer. His vision of using the Internet as an independent *self-service* sales channel came to life in 2002 when he introduced *iSpray.com*. It rapidly became the industry's go to source for state of the art spray technology information and configuration guidance for spray applications from coatings, to cooling to humidification.

i-MARK applied its' **24/7 BUSINESS™** application framework to create *iSpray.com*, a *self-service* nozzle selection and configuration web destination that engineers access to create spray nozzle configurations that must meet precise process manufacturing and facility protection needs for a number of end-user applications. Self-service guidance includes: automated engineering calculations that support proper spray nozzle selection; step-by-step wizards to guide users through complex spray nozzle configurations; and spray pattern simulations that specify the most effective nozzle placements to meet the application need - and then provide the needed specifications and support documents. Finally, the prospective buyer is guided to submit an RFQ or directly place a purchase order.

This forward-thinking *iSpray.com* web destination with interactive guided selling capability has hit today's market need head-on by best serving the large majority of design engineers who now prefer self-service online interactions to satisfy their on-demand engineering and customer support needs.

### Spraying Systems' **Get It Online** Difference:

Given today's e-marketing budgets, Spraying Systems' small 2002 investment in i-MARK to create a world-class *self-service* customer experience, has established them as best-in-class in their industry on the Internet. Today, their market is global and *iSpray.com* tracks new visitor' growth exceeding 30% per year. Spraying Systems *got it online* well ahead of the pack. Seven years later, their self-service online sales channel is by all measures, their fastest growing channel. Though Spraying Systems keeps their financials private, ROI has substantially exceeded their most optimistic expectations.



Spraying Systems Co., is the world leader in spray technology.  
Visit *iSpray* at: [www.ispray.com](http://www.ispray.com)

### Get Started Now- See Our Demo.



Build a profitable online sales channel quickly and affordably! Learn how our web-based B2b eCatalog and eConfigurator works for you to attract industrial product engineers and buyers.

Visit [imark.com/demo](http://imark.com/demo) or call us at **800.397.7119**.

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*i-MARK is the leading provider of interactive guided selling and b2b ecommerce software for industrial manufacturers. Designed to enhance and support online sales, marketing and channel partner relationships, our affordable software-as-a-service (SaaS) solution - 24/7 BUSINESS™ - is a suite of modules that seamlessly integrate into websites to make complex product information easy to search for, configure, evaluate, quote and order. 24/7 BUSINESS transforms your website into a custom online sales and marketing channel to serve your customers, prospects, channel partners and employees, 24/7, around the globe.*



**| We get websites to work**  
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