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Grand River Provides Strategic e-Commerce Solutions for Doheny Enterprises, Inc.

Leading e-commerce developer will enhance pool supply company's customer experiences.

Ann Arbor, Mich., May 18, 2010 — Ann Arbor-based e-commerce developer Grand River today announced it has completed new e-Commerce sites for pool supply company [Doheny Enterprises, Inc.](#) Grand River Managing Partner and Founder Scott Robertson made the announcement.

Doheny contracted Grand River based on their strong industry expertise and vision in developing e-commerce web sites. The company needed enhanced e-commerce functionality and a new platform to support its multi-channel offer, which includes retail, catalog and web. Grand River completed redesign and re-platform of their two sites – <http://www.doheny.com> and [Pool Supply Superstores](#), as well as other micro-sites for the brand. Along with visual redesign, the sites integrate with Doheny's eight distribution centers throughout the U.S. to allow same-day shipping and free freight on all orders.

"[Doheny Enterprises, Inc.](#) felt it was important to engage an experienced e-commerce development company to support, enhance and market their e-commerce sites and customer's experiences," said Robertson. "After we complete the assignment using Magneto Commerce's Enterprise e-Commerce technology, their customers will now have a unique research and shopping experience, resulting in improved site functionality, conversion and increased revenues."

"After a comprehensive review of leading e-commerce providers, we selected Grand River as our e-commerce partner based on their extensive knowledge and expertise," said John Doheny, President, Doheny Enterprises. "They understand the challenges a multi-channel company faces and have guided us in focusing on our customers' needs and how the right implementation improves a user's experience."

Grand River also supports Doheny's natural search optimization, paid search, affiliate marketing programs and customer e-mail campaigns.

"They have exceeded my expectations and delivered on time and budget which was critical to meet our peak season this Spring," Doheny added.

For both new sites, Grand River leveraged e-commerce platform vendor [Magento](#), utilizing their Enterprise Edition to create new and robust open-source e-Commerce platforms for the company.

The site launched in April of 2010. Budget for the contract was not disclosed.

About Grand River

Grand River is an industry leading e-commerce development company, specializing in solutions for retailers and manufacturers. Strategically headquartered in Ann Arbor, Michigan, and Chicago, Illinois, Grand River focuses on designing, building and implementing transactional-based web sites for mid-tier retailers and manufacturers. For more information about Grand River or its services, please call 734.913.8000 or visit www.thegrandriver.com.

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