

McNabb & Connolly Case Study



The Challenge

McNabb & Connolly is one of Canada's premier instructional video distributors and are leaders in the educational and corporate video markets. They are the exclusive distributor for the BBC's educational material plus another 30 global producers.

The company had built their own FileMaker-based system to handle inventory, orders, graphical images and customers. They wanted to be able to work on the database in their main and home offices simultaneously and use FileMaker to publish their information in real-time to their website so that customers could instantly find the titles.

The Solution

hind-smith.com performed a technical assessment of McNabb's office environment and determined that McNabb would have to upgrade their computer equipment. We found the most cost efficient way to leverage the existing systems with some small additions of upgraded systems.

hind-smith.com then hosted a portion of the McNabb database files at our data centre so that McNabb could access the files from various locations without investing in their own remotely accessible FileMaker database server.

We then worked with McNabb's web designer to integrate our database programming with his creative design so that Internet visitors could search the McNabb titles by description, titles, series, producer, A-Z and subject.

Finally, we built a content management system so that McNabb & Connolly could change portions of their website in real-time directly through FileMaker with no HTML manipulation. You can view the current site at www.mcnabbconnolly.ca, hosted by hind-smith.com.

The Result

McNabb & Connolly are now able to work on their database files simultaneously from any location with high-speed Internet access and a copy of FileMaker. They can immediately add/change/delete titles that appear on the web, allowing them to keep content current without HTML expertise. Steve Connolly, President of McNabb & Connolly says:

'From the initial system analysis, to ongoing technical assistance, we continue to receive what can only be described as outstanding customer care and attention, and in a most expedient manner.'

It is with confidence that we look forward to having hind-smith.com implement the online requirements of another division of our company, and it is without reservation that we would encourage other corporations to do the same.'