

Perfect Penguin IT

AQUAHOT

www.aquahot.co.uk

Founded as recently as 2005, Aquahot had plans to become one of the UK's most successful online-only retailers of electrical and water heating products, positioned, perhaps, somewhat more towards the commercial marketplace than that of some of the other purely 'domestic' oriented brands. However, in such an increasingly competitive and establish environment, the selection and implementation of a suitable trading platform forms a critical part of any new business' choice and one which must be made with great care. That is why Aquahot approached Perfect Penguin IT and founded their business on the highly successful contedia™ architecture.

A primary requirement in planning any Internet business with high-growth potential together with the kind of flexibility that allows it to constantly adapt and change as the market dictates is to select an e-commerce platform that is both robust, based on an industrial-strength database, and highly scalable. Whilst some solutions offer a robust platform and a number of modular, add-on functionalities, they often also incur significant, on-going cost of ownership through database and software licensing as well as product support or maintenance. contedia™ delivers a stable and reliable platform on which to transact by being developed entirely using the very best-of-breed technologies from the Open Source community, such as the renowned MySQL database and the PHP language. With such reliable Open Source technologies at its very core, contedia™ is available with no recurring software license charges.



As a matter of course, a growing number of the industries most well-known payment gateways are supported by contedia™ and new or bespoke payment processing methodologies are being accommodated on a per customer basis, where required. One of the most desirable features of the way in which payment gateways are integrated into the contedia™ architecture is the sheer depth of integration, which allows for a great deal of administrator feedback and reporting for each transaction processed. Combined with the option to have a truly bespoke payment processing mechanism designed and developed to the client's own specification using 128- or 256-bit SSL encryption, contedia™ now offers one of the most flexible systems available.

Following a consultative development phase and thorough testing throughout, Aquahot's e-commerce platform was made available in the autumn of 2005 and has since undertaken thousands of transactions without putting a foot wrong. In fact, due to the extensive management information tools incorporated into the contedia™ interface, when a credit card transaction was found to have faulted, the information captured throughout transaction and payment processing stages was sufficient to prove an unusual, one-off fault had been made by the payment gateway company. This type of accountability for each and every transaction made using contedia™ is key to its growing success and selection amongst businesses seeking a commercial, corporate-strength e-commerce infrastructure with which to power their own business objectives.

Less than a year of trading on and Aquahot's numerous online marketing methods have seen a speedy and high growth in visitor numbers to the website with sales to match. As a result, the business is confident it can achieve its original objectives of becoming a significant brand in its chosen marketplace and has already received positive feedback from customers concerning the ease of using the Aquahot website and making a purchase. Aquahot's owners are particularly happy with business to-date and can see huge potential to further integrate the contedia™ infrastructure with other back-office software to increase overall efficiency and reduce operating costs even further without compromising customer service, in fact, integration with their accounting system should provide for far more efficient management of stock and the creation of supplier purchase orders.

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About Aquahot

Aquahot is an online-only retailer of space & water heating, cooling hardware supplying both the trade and direct end-users with high quality, cost-effective product. With over 90% of products available from stock for fast and reliable delivery, Aquahot can supply all types of trade client and remain extremely competitive in an increasingly popular market.

You can pay a visit to the Aquahot website by navigating to the following URL: www.aquahot.co.uk.

About Perfect Penguin IT

Perfect Penguin is an I.T. Consulting and Services company specialising in professional business & technology consulting services to facilitate wide-area and Internet technology solutions for professional and educational organisations throughout the UK.

With existing clients of varying sizes in different industry sectors, Perfect Penguin guarantees to have the experience and resources necessary to assist your company in its evaluation and use of computer technology. Their consultancy and services are often of particular interest to the legal, accounting and education sectors, whilst other services include professional web application development as well as business critical e-business, e-business consultancy and associated services. The highly regarded Contedia™ web content management, e-business and e-commerce solution is a wholly owned and developed product of Perfect Penguin I.T.

You can call Perfect Penguin to discuss any aspect of business & technology consulting, I.T. service or e-business on 0870 474 0714 or e-mail info@perfectpenguin.co.uk.