

Friday, October 24, 2008

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We started construction of our web site 14 months before learning about FazTrack. After 14 months, countless man hours invested, and several thousand dollars expended we ended up with a few anchor web pages, no product to show, and a barrel of frustration.

Building the back of a website is relatively easy. Creating a web skin, navigation, and color palette is not a difficult task either. Our challenge was content; product photography, dimensional information, and descriptive copy. We had over 20,000 products inside our business systems. The daunting dilemma was how to get these items on to our website? Vendors were moderately responsive when we began contacting them for data. Even the vendors that responded quickly send different information in different formats that had to be scrubbed and edited. Again, more man hours invested. The competitive clock was ticking and we still had no commerce website in production.

I learned about FazTrack through a web search. What impressed me the most was when I clicked their online, demo website, I found all of our vendors already on the FazTrack site; complete with photography, descriptions, dimension, etc. Immediately I phoned their offices and within three short weeks our site was launched! Truthfully, we could have launched the FazTrack site in less than a week but we were overly-cautious due to so many previously failed attempts.

From day one, the customer service was stellar. FazTrack trained us quickly and responded to even minor problems the same day, in most cases. A novice can manage this site because FazTrack back-end administrative functionality is robust and intuitively obvious. Within two weeks, we were uploading our own products, for free.

I have only one regret about choosing FazTrack as a partner; I wish I had made the change 14 months earlier. After only eleven days online (as of this writing), we are experiencing up to 90 visits a day.

FazTrack is fast, customizable, and produces results. They continue to deliver white-glove service and have an amazing understanding of the lighting industry. I highly recommend FazTrack - without reservation. Visit our site and see for yourself. These folks are innovative, customer-centric; they deliver promises and have great integrity.

Sincerely,



Dana G. Hunt, President/CEO  
Masterpiece Lighting, Inc.