


10 Results

Part Number	ImageURL	Datasheet	3D Model	Dome	Round	Blue	Front Mount	.250 in. (6.35mm)	Black
SGLC-250-D		Datasheet	3D Model	Dome	Round	Blue	Front Mount	.250 in. (6.35mm)	Black
SGLC-250-D BE		Datasheet	3D Model	Dome	Round	Green	Front Mount	.250 in. (6.35mm)	Black
SGLC-250-D GN		Datasheet	3D Model	Dome	Round	Red	Front Mount	.250 in. (6.35mm)	Black
SGLC-250-D RD		Datasheet	3D Model	Dome	Round	Yellow	Front Mount	.118 in. (3mm)	Black
SGLC-250-D YW		Datasheet	3D Model	Dome	Round	Clear	Front Mount	.118 in. (3mm)	Black
SGLC-3MM-F		Datasheet	3D Model	Flat	Round	Blue	Front Mount	.118 in. (3mm)	Black
		Datasheet	3D Model	Flat	Round	Green	Front Mount	.118 in. (3mm)	Black

EE Tech

# BIVAR

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CASE STUDY



"Over the past two and a half years, we had just been trying to figure out the best way to showcase the attributes of our products," says Jason Liu, Digital Marketing Project Manager at Bivar. The company, who is a leading manufacturer of LED illumination products, PCB enclosure hardware, and LED indicators, operates in a highly technical industry, and had encountered difficulty in identifying a partner who could work within their complex product data to improve user searchability on their website.

"We reached out to five companies to understand different ideas for our company's website strategy," Calabria says. "EETech was the only company that understood our industry and was able to provide valuable and tangible feedback that not only supported our strategy but enhanced it."

Liu explains that, while many companies have one set of data, Bivar has many. "EETech has been helpful in getting our part data in line," he explains, which has been crucial to helping them recognize their goal of a more searchable site. Previously, because Bivar sells over 25,000 parts, users were struggling to identify the attributes they wished to search for, which led to inaccurate results and lost sales for the company.

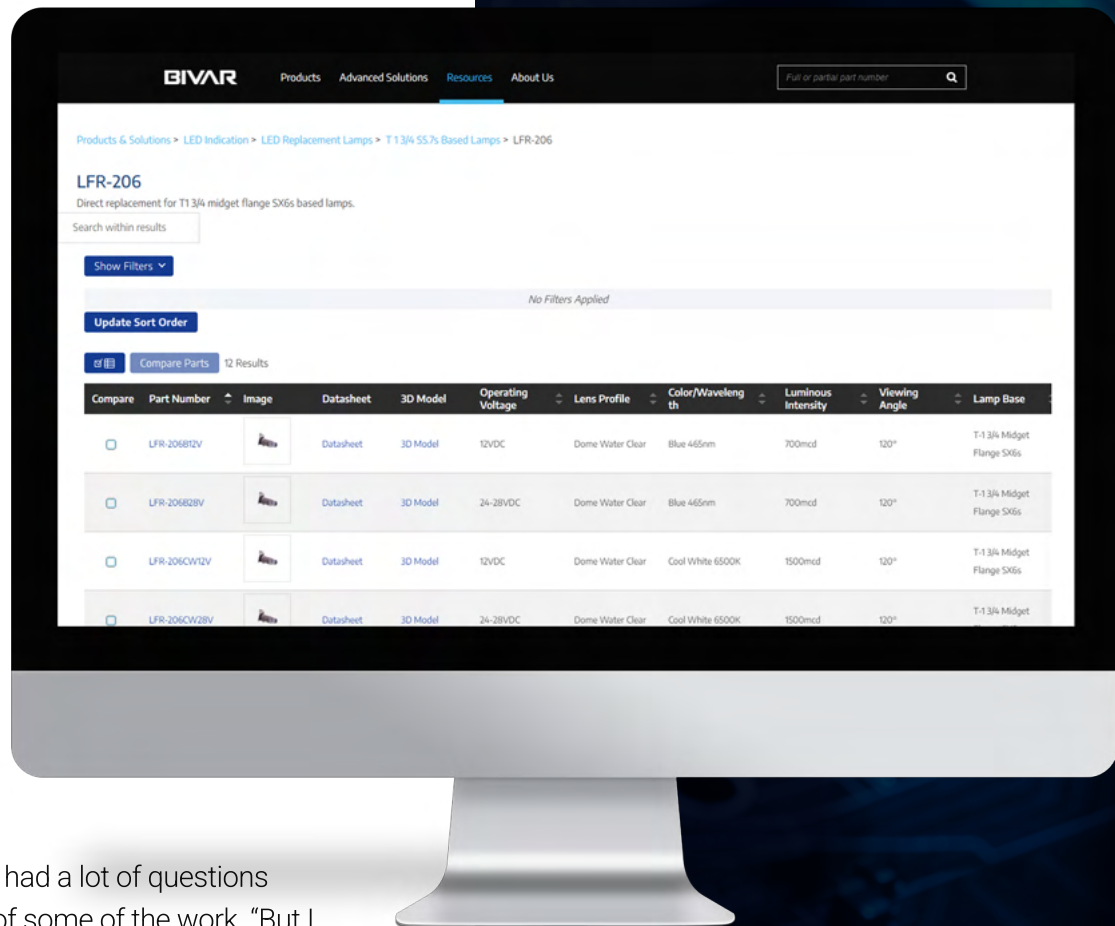
To clean up and sort their data, Bivar worked closely with EETech's team of experts to manageable, logical files.

Initially, Liu says he and his team had a lot of questions because of the technical nature of some of the work. "But I could communicate with EETech's team and they'd talk to our development team to see if our goals were possible. They explained everything in a way that made it easy to understand because they're experts in this area," Liu says. He describes his interactions as very professional and pleasant.

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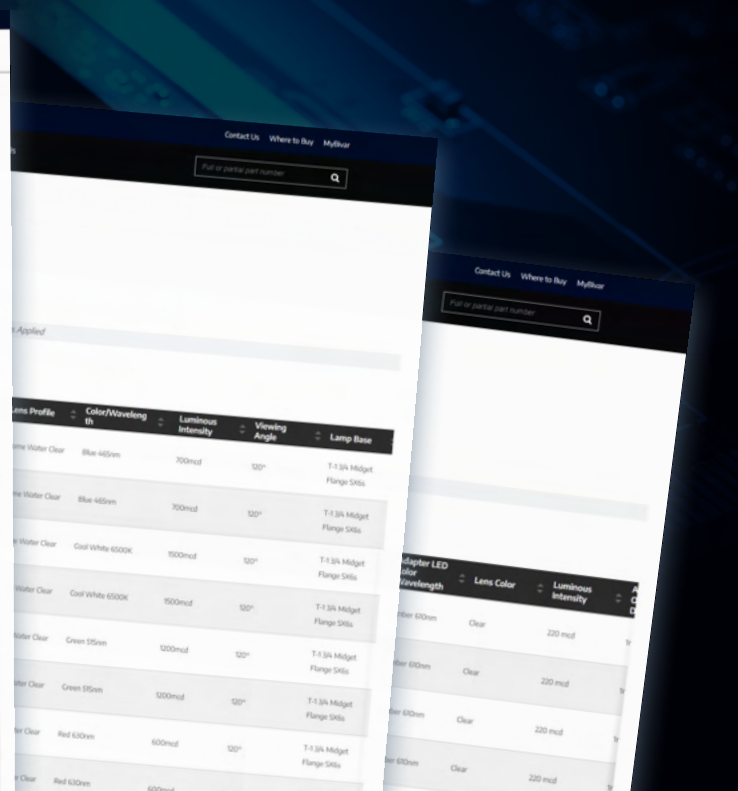
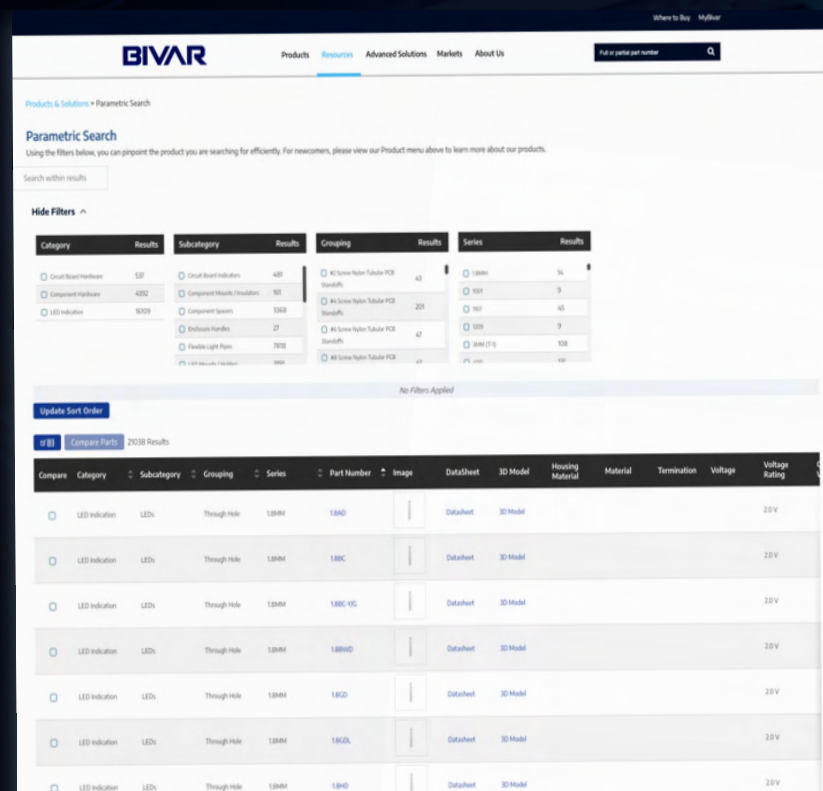
**JASON LIU**

Digital Marketing  
Project Manager at Bivar



“Luckily, EETech was there to help every step of the way, ultimately producing a parametric search that was worth the wait for Bivar and their customers.”

JASON LIU



EETech’s team worked to make sure Bivar’s databases were working at full capacity, helping identify areas for cleanup and correcting errors throughout the process. By making recommendations for normalization, corrections, and omissions within the data, both teams worked together to establish a functional parametric search that provides a better user experience. Eventually, Bivar hopes to work with EETech on an API key connection and further automating some of the processes they put in place.

Like many large projects, the vision for this went through several iterations as Bivar’s leadership team debated the best way to categorize and sort product data. From beginning to end, the process required exceptional communication, flexibility, and robust collaboration between the two companies. “Luckily, EETech was there to help every step of the way, ultimately producing a parametric search that was worth the wait for Bivar and their customers,” says Liu.





## About EETech

EETech is a provider of custom and standard SaaS products designed by engineers, for engineers. With over 100 combined years of B2B experience, our team helps make your digital strategies a reality through strategy, execution, and transformation. With products for optimized keyword and parametric search grown from empirical data and constant-feedback cycles, we provide holistic, customer-facing platforms that drive acquisition, engagement, and conversion.

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