



GRAHAM-FIELD HEALTH PRODUCTS
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For Immediate Release:

Microsoft® recognizes the Graham-Field Marketplace

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Microsoft has posted a case study describing Graham-Field's Integrated E-Commerce Solution: [Click here](#) to read it.

Graham-Field Health Products recently revamped its E-Commerce Marketplace, an endeavor in which it enlisted Atlanta-based Intellinet®, a 7x Microsoft Gold Certified Partner. Among the challenging requirements:

- Accessible, complete product information and online ordering for the smallest corner store with dial-up internet to the largest facility with cutting-edge technology, and everyone in between, anytime.
- Descriptions, SKUs, specifications, images, and literature for some 4,000 products available online, anytime.
- Real time, easy-to-navigate online transactions.
- Customer and Customer Service ability to monitor orders, account status, history, product inventory, warehouse, and availability, anytime.

“Graham-Field's investors are committed to the support of their valuable customers, as evidenced by their considerable investment in the company's infrastructure,” stated Scott Lerner, Director of Information Technology and E-Commerce. The investment has resulted in a substantial payback: Self-service and immediate problem solving have increased customer satisfaction significantly; streamlined operations have reduced returns and credits substantially; web site traffic has increased from approximately 15,000 to 800,000 hits per month; and sales have increased exponentially without requiring additional personnel. End of story: Graham-Field's investment in its E-Commerce Marketplace has resulted in improved customer relations and a solid bottom line.

Graham-Field Health Products, headquartered in Atlanta, GA, is a major manufacturer and distributor of healthcare products for the homecare, long-term care, primary care, and acute care markets. Its products include medical/surgical products, diagnostics, patient room products, homecare and long-term care beds, respiratory products, manual and power wheelchairs, and specialty seating products.

Graham-Field Health Products has manufacturing facilities located in Fond du Lac, WI; Central Falls, RI; East Rutherford, NJ; Indonesia; Taiwan and China. Graham-Field Health Products' name brands include Everest & Jennings®, Grafco®, John Bunn®, Labtron®, Lumex®, and Lumiscope®.

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Graham-Field's web site