



Butler Global Consulting

Achieving Operational Excellence



Corporate Background

PC Connection, Inc. is a \$1.2 billion Fortune 1000, publicly-traded, direct marketer of information technology products and services to businesses and government and educational organizations. With over 100,000 products, it is named as PC Magazine's 100 most influential companies.

Corporate Challenge

Creating an online superstore was necessary for PC Connection to meet customer requirements, and stay ahead of the competition. The goal was to create groundbreaking, cutting-edge internet development implementing an additional sales channel to their business.

Results from Butler Global Consulting



PC World
Class Award: Best online computer store



Macworld
Best Mac shopping site



Business 2.0
Top 100 hottest internet companies

PC Computing
MVP Award: Best place for business e-shopping

Information Week
Ranked # 29 - leaders of e-business

Interactive Week 500
Ranked in top 100

Innovate for Results – Internet Development:

- Consumer Websites (www.macconnection.com and www.pcconnection.com)
- Purchase History
- Online Order Tracking
- Delivery Status
- Online Smart Selectors
- Business-to-Business Soft Launch
- Consumer Wish List
- Business Customer's Address book

Business Strategy and Vision Developed By Dr. Butler

- Grew internet business from \$0 to \$60 million in 1 year.
- Hired and led high performance cross-functional team
- Research market and competitive analysis, consumer research, and launch tactics.
- Created and implemented strategic business plans, storyboards and scope development
- Created and managed detailed project plan for on-time completion
- Developed statistical financial reporting processes to track sales and order details
- Trained over 300 employees

"BonnieJean Butler did an outstanding job for us at PC Connection, helping us create our internet business and growth of \$0 to \$60 million in one year. Her ability to see the big picture and simultaneously focus on the strategic details we needed to accomplish our goals was impressive. Her understanding of the technological changes we needed to implement, coupled with the training and staff development she provided were invaluable. Her work with us was a resounding success."

John Bomba, Former CIO, PC Connection, Inc.

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