Improve Digital Revenues with IBM WebSphere Commerce

About The Client

It is a leading industrial distribution company in North America with more than 80 years of experience. With around 650 locations and 16,000 associates, the company provides a wide range of products and services to professional customers in the infrastructure & energy maintenance, repair & improvement and specialty construction markets.

At a **Glance**

INDUSTRY	Industrial Distribution
LOCATION	USA

USE CASE

B2B eCommerce

CHALLENGES

The challenge for the client was to provide a seamless shopping experience to increase revenues

Business Challenges

❶ The client wanted to shape a digital shopping experience to nurture customer loyalty and increase average order values by shaping a seamless and intuitive customer experience

❷ Updating prices and adding products to its catalogs was a complex, time-consuming process, and product search capabilities were limited

❸ To offer customers one-click payment for frequently used bills of materials

❹ To make the order process fast and easy. The idea was that customers in the field could select SKU's from a requisition list, enter the quantity & click on the Submit button. This should complete the checkout using backend logic & transfer the customers to the order confirmation page.

Our Approach

When we took into consideration the client's challenges and considering the best solution in the market which could overcome these challenges, Royal Cyber implemented IBM WebSphere Commerce Platform. We also implemented our own customized Speed Build solution which provided a single click checkout on IBM WebSphere Commerce.

Royal Cyber performed the following major activities:

❶ Multiple websites with Sub-Brands.

❷ Responsive web design in order to accommodate for any type of device visitors used to access the site.

❸ An easy-to-use navigation and search functionality.

❹ Seamless catalog management

❺ Business-rules driven marketing campaigns for customers, based on deep insight into individual order histories and preferences

❻ Flawless integration of IBM® WCS platform and IBM Sterling OMS

❼ Royal Cyber's Speed Build solution helped to build pre-defined bills of materials for customers, which offer each buyer their own personal 'shopping lists' of frequently ordered products. This solution made the online shopping customer experience better and hence reduced load from their customer service team.

Requisition List Details

Organization_1 - 6X6 InGround Pool Oval 6ft deep

*P.O. Number:		*Contact Name:	Rahul org 1
*Select Option: ○ Will Call ● Delivery		*Phone Number:	123456789
Account Number: Organization_1 Meniola Meniola, NY US 11501		Comments:	

Add New SKU

Total line items:0 | Total Price:$0.00
Select items to include in this request and adjust quantities as needed.

Show 12 ▼

☐ Name	SKU	Quantity	Manufacturer	Image	Price	Total Price
☐ ▶ Capper Block	P_CONC_02_SKU1	4			$585	$2,340
☐ ▶ Waterway Vinyl Builder Pack WHT 2" Slip	P_PLUMB_01_SKU1	20			$20	$400
☐ ▶ Step Fitting - 1.5 in. Hayward	P_PLUMB_05_SKU1	18			$3	$54
☐ ▶ Pool-Tite Light Blue Cement, QT	P_PLUMB_09_SKU1	11			$20	$220

1 2

Cancel Submit

RESULTS

The client gained the following benefits:

① Intelligent search and built-in analytics capabilities

② Comprehensive catalog- and price-management

③ Enhanced digital marketing capabilities

④ Greater revenue benefits in the long term

⑤ Allow Account Managers to update & create personalized Shopping Carts based on their interaction on call.

⑥ Significant increase in online orders & customer satisfaction

SOLUTION

Royal Cyber implemented IBM WebSphere Commerce to overcome the business challenges of the client.

Key Takeaways

› Increase in Revenue on the Digital Channel

› Deliver Tailored Recommendations to Customers

› A single click Checkout

› Faster & Easier Order Processing

About Royal Cyber:

Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a **One Stop Shop for all your IT needs.**