From Manual to Marvelous: An American Wholesaler's Digital Leap with Visionet's Magento Expertise

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Overview

A premier food wholesaler faced challenges with scaling its eCommerce platform to support B2B partnerships, resulting in low operational efficiency due to manual work and longer turnaround times from their technical team. The client engaged Visionet to upgrade their Magento platform and improve its customer experience through results-driven implementations and integrations.

Our Client

Our client is a pioneer food wholesaler in North America. Founded in 1976, it has been committed to transforming the food industry through scale, service, and sustainability. With over 19,000 employees, 75 stores, and $20B+ annual revenue, the client distributes over 275,000 unique products from 15,000+ suppliers worldwide. It offers the most extensive selection in the industry, with products in the Grocery, Frozen, Perishable, and Lifestyle & Wellness categories.

The Challenge

The American wholesaler faced several challenges with its eCommerce platform, including scaling it to support B2B partnerships, low operational efficiency due to manual work, and a higher turnaround time from the technical team. These challenges made it difficult for the company to meet the needs of its customers and operate efficiently.

eCommerce platform scalability	Low operational efficiency	Manual Work	Higher turnaround time from the technical team

The Solution

To address these challenges, Visionet provided the wholesale company with a developer ecosystem overhaul. Our experts leveraged Adobe Experience Cloud and upgraded the client's Magento platform to the latest version, including relevant extensions, and executed a new website design that includes cart and checkout features. Additionally, custom modules were developed to enhance its B2B marketing. With these changes, the company was able to improve its operational efficiency and deliver better services to its customers.

The Results

The solution implemented by Visionet resulted in improved service delivery to the client's B2B customers, improved platform performance and security, and enhanced operational efficiency by saving time. The upgraded platform provided a solid foundation for the client to meet its customer needs with personalized omnichannel engagement, enabling continued transformation of the future of food for all.

Technology

Why Visionet

Visionet is an engineering-led technology solutions provider built on the premise of disruptive innovation. For over 27 years, its innovation-centric approach has unlocked digital-driven success to over 350+ global enterprises across CPG, Retail, Banking & Financial Services, Food & Beverage, Manufacturing & Distribution, and Life Sciences industries. As a Microsoft Gold Partner and winner of the Microsoft Partner of the Year 2022, Visionet is highly experienced in providing end-to-end solutions for the Microsoft Dynamics family of ERP platforms. We leverage Microsoft-approved best practices and industry-focused frameworks, which enables us to efficiently and cost-effectively deliver high-performance solutions.

For more information, visit https://www.visionet.com.

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sales@visionet.com