

Case Study



Streamlining B2B eCommerce for a U.S- based Holiday Decor Leader with Magento Upgrade

VISIONET

Overview

A family-run company and a leading importer and distributor of holiday decorations faced challenges in scaling its B2B eCommerce platform. It had complex requirements around the catalog, pricing rules, and checkout journey. Visionet helped upgrade its Magento platform and executed a new website with customizations, resulting in improved service delivery to B2B customers, better platform performance, and streamlined business operations.









The Client:

Headquartered in New York City, our client is a leading importer and distributor of holiday decorations that upholds its long-standing values. It has been in business for over 50 years and prides itself on offering high-quality products that contain both the latest trends and classic pieces. Its product range includes tree ornaments, hand-crafted nutcrackers, lighting, garlands, stockings, nativity sets, table pieces, and more. The company showcases talented designers and iconic licenses, with products from 200 factories in 15 countries.

The Challenge

The company faced several challenges in scaling its B2B eCommerce platform. It needed to support the B2B nature of its business while dealing with complex requirements around the catalog, products, pricing rules, custom features, and the checkout journey. The operational efficiency was low due to manual work, and they experienced high eCommerce support costs and downtime. Additionally, there was a steep learning curve associated with the new platform.

 eCommerce platform scalability to support B2B partnerships	 Low operational efficiency	 Manual Work
 High eCommerce support cost and downtime	 Learning curve with the new platform	 Complex online shopping features

The Solution

Visionet leveraged Adobe Experience Cloud powered by Magento and helped the trading company upgrade to the latest Magento platform and extensions. Our expert team executed a new website using a customizable theme and implemented bespoke features to support complex business processes. Additionally, with our developed custom modules, the client improved its B2B marketing while receiving support in increasing Magento platform familiarity for the key professionals.

The Results

After Visionet's solution implementation, our client experienced several benefits. It drove personalized omnichannel engagement, seamlessly improving service delivery to B2B customers and resulting in higher customer satisfaction. The platform performance and security were also enhanced, leading to a reduction in downtime and support costs. In addition, deploying custom solutions streamlined business operations and accelerated time-to-market, resulting in greater efficiency and profitability through the commerce-driven and content supply chain.



Tools & Technologies



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.



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