



CASE STUDY

# Bunzl is a large multi-national global sourcing & distribution specialist of goods & services.



## Challenge

Bunzl required a scalable and sophisticated B2B eCommerce platform that could be quickly deployed to well-known national and international clients such as Co-Operative, Boots, John Lewis and Nike.

## Solution

TrueCommerce were chosen by Bunzl to deliver the new B2B eCommerce ordering facilities after a comprehensive benchmarking exercise which determined the TrueCommerce platform satisfied all the advanced eCommerce functionality requirements in addition to having well established Sage X3 integration capabilities.

“TrueCommerce helped us deliver value to our customers, whilst remaining open & flexible at all times. The platform was configured to deliver customised solutions for each of our different business offerings without the need to bespoke and all in a timely fashion. The support we received from the TrueCommerce team post go-live was also first-rate”

Head of Systems



For Bunzl, making it simple for business customers to quickly locate and order the correct product was essential. Whilst the TrueCommerce solution incorporates many sophisticated B2B eCommerce features such as e-procurement and customer self-services, the eCommerce experience for customers is as simple as a regular B2C consumer shopping website and requires zero user training.

## Accelerated Delivery

Bunzl's B2B eCommerce solution was delivered and went live in just 4 months from the time of order. Because TrueCommerce is pre-engineered, Bunzl were able to take quick delivery of their first prototype within 14 days of placing their order and immediately start configuring content and preparing for launch.

## Staying Ahead

The TrueCommerce B2B eCommerce Platform has provided important differentiators for Bunzl in a competitive online market. Whilst already using many of TrueCommerce's advanced features Bunzl ensure they stay ahead of the competition by taking advantage of the quarterly TrueCommerce platform updates which include many innovative new options.

## Solution Highlights

- Customer Specific Online Catalogues
- Express Setup of Complex Customers
- Personalisation
- Product Kits
- Single Screen Bulk Ordering
- Promotions & Marketing
- Mobile Responsive
- E-Procurement
- Punchout
- Customer Self-Service
- Sage X3 Integration



Customer Self Service Pack



Advanced eCommerce Pack



International Pack



E Procurement Pack



Marketing Pack



Mobile Pack



White Label Management Pack



Buyer Portal Pack

## TrueCommerce eCommerce Platform (Over 300+ Configurable Functions)

- Enterprise Grade Feature List
- B2B, B2Corp, B2B/C, B2C & B2bChannel
- Create Web Stores & Portals
- Manage Multiple Web Stores
- Site Personalisation
- Full Data Management
- Search & Navigation
- Dashboards & Content Management
- Price Mapping Engine
- Promotions
- Rich Product Media Support
- Flexible Business Process Fit

## Results Delivered

**Sales Growth** - more customers consistently placing bigger and repeated orders online.

**End User Satisfaction** - happy customers, the result of taking eCommerce to the next level and reducing customer efforts (fewer clicks) to complete more online tasks across any device.

**Reduced Costs** - automation of sales and customer services functions.

**Improved Business Intelligence** - detailed and insightful management information and reports.

**Lower Cost of New Customer Acquisition** - simplified setup process reduces cost and allows customer to trade sooner.

**Better Access to Customer Services** - delivering omnichannel capabilities so customers ordering online can also do everything else they require online.

**Streamlined Business Processes** - tight integration with Sage X3 to ensure free flow of information, reduced training requirements and avoidance of unnecessary additional administration.

**Fast Time to Market** - accelerated delivery of the B2B eCommerce solution reduced project related costs and delivered the quickest possible return on investment

“Speed of deployment for such a comprehensive B2B eCommerce solution was a major reason for us selecting TrueCommerce”

Head of Systems