



Case Study | Commercial: Office Supplies Distributors

Commercial Group is the largest, independently owned office services company in the UK distributing over 20,000 lines of stationery and office equipment to over 2,500 customers every week.

Established in 1990 the award-winning Commercial Group has grown from a family affair into one of the most dynamic and successful independent office services and procurement companies in the UK serving customers that include FTSE 100 companies.

The challenge

With an impressive list of corporate clients Commercial needed to ensure that they were providing them with the same high quality service online as they did offline. With a sector leading approach to delivering the best products in the most cost effective and sustainable manner an online solution was required that utilised the very latest technology, had advanced features and provided the highest levels of reliability and convenience.

With 20 years experience and having used several different ecommerce solutions Commercial needed a solution that would allow them to lead the way in ecommerce and provide flexibility for them to customise and adapt the solution to rapidly respond to new client requirements and maintain a competitive advantage. In 2009 Commercial began looking for a suitable upgrade path that would meet their current and future requirements and give their customers a highly efficient and pleasurable online experience.

The solution

With a powerful and proven B2B Ecommerce Platform, excellent understanding of the industry and the ability to bespoke the solution to accommodate all of Commercial's specific business processes it was determined the Netalogue™ Ecommerce Platform was the perfect solution. In addition to integrating some of Commercial's specific value added service offerings into the ecommerce environment the solution also integrated with the procurement systems of many key accounts to deliver further savings and convenience to clients.

Through Netalogue's process of continual product development and Commercial's pioneering approach to office supplies the solution is continuing to lead the way and deliver maximum advantage to the company and its clients.



OFFICE SUPPLIES

» Quick Facts



Distributing over 20,000 lines of stationery and office equipment each week



Customers have a highly efficient and pleasurable online experience

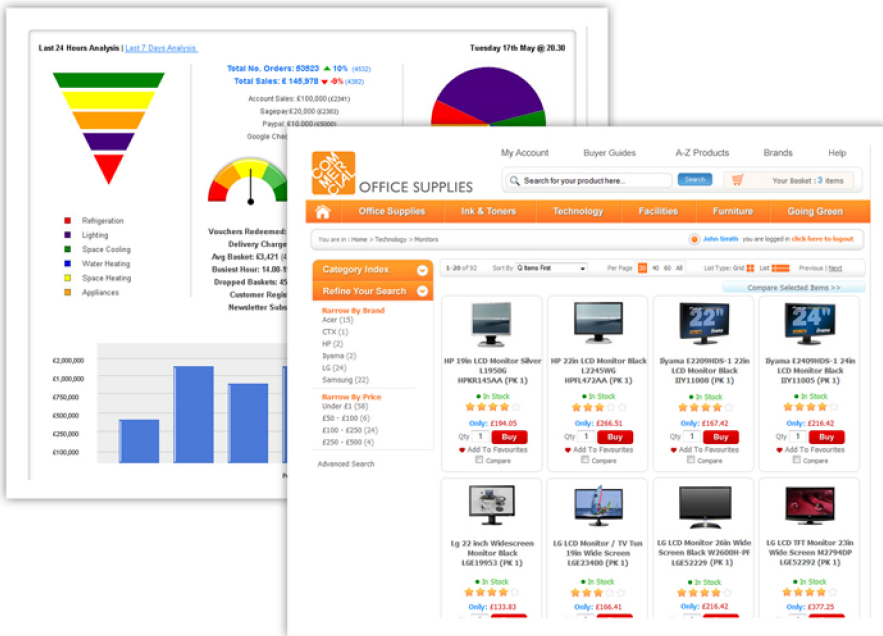


Best fit with already existing systems and processes



Solution is able to service 2,500+ customers each week





Company Information

- ✓ Wholesalers
- ✓ Office Products
- ✓ £30m+ Sales
- ✓ Headquarters Cheltenham, UK



The project was on time and on budget. The end outcome has been very well received in the market, and has been a key part of the strong revenue growth we have seen.

Richard Keatinge
Chief Operating Officer

Solution

- Netalogue™ Ecommerce Platform solution
- Complex client account structure support
- Hosted multi level procurement features
- Full print management integration
- Back office integration
- Customer specific user interface setups
- Powerful customer specific catalogue setup
- Comprehensive reserved stock management and replenishment features
- Punchout support
- Integrated Apple iPhone and iPad B2B ecommerce apps
- High performance dedicated hosting

Benefits

- Sector leading online customer experience and convenience
- Streamlined business processes
- Company cost savings through improved contract and process management controls
- Capability to bespoke solution to meet any specific client requirements
- Competitive advantage through delivering enhanced cost savings to clients
- Customers can order via specialist B2B ecommerce Apps on their iPhones and iPads with full real time interoperability with the standard web based ordering environment
- Real time supplier and own warehouse stock checking
- Fast and extremely high availability solution
- Full content management control

If you are interested in the Netalogue™ B2B Ecommerce Platform call us now on [+44 \(0\) 345 643 6600](tel:+44203456436600) or e-mail infouk@truecommerce.com and we will offer sensible advice on how we can assist you achieve your objectives on-time and on-budget.

