Case Study

Enterprise class B2B ecommerce for the
UK's Leading Hardware & IT distributor.

WESTCOAST

Founded in 1984, Westcoast has grown to become the number one UK hardware distributor for many vendors. Their evolution has led them to become a leader in services and support for IT and hardware supplies with a turnover of over £2.2 billion. Consistently ranked in the Sunday Times Top Track of the 100 largest, privately-owned companies in the UK, they have also been ranked 10th in a list of the fastest-growing private companies in Europe according to Europe 500.

Project Highlights

Complex integrations

Complex integration with primary business systems (8 flat file integrations, 21 API integrations, 4 specialist configurators and pricing tool integrations & 6 external system integrations).

PIM

Management of over 500,000 SKUs with over 5 million price variations.

Enhanced My Account

Enhanced customer 'My Account' area with rich B2B functionality.

Multi-currency

International B2B ecommerce supporting multiple currencies.

Sophisticated faceted navigation

Sophisticated faceted navigation to aid product retrieval.

Responsive design

Responsive web design across multiple breakpoints.

International ecommerce

International sites for the UK & France.

Multiple sites

Management of all sites, both brand and international, from a single installation of tradeit.

Quote management

Quote handling through call centre tools enables sales staff to raise quotes for their customers, adjust pricing, set expiry date, add notes, and push via email and to customer's my account for converting to order online.

Project Overview

Working with Westcoast, leading ecommerce and content management system provider, Red Technology, has defined and delivered an end-to-end B2B ecommerce solution based on Red's own ecommerce software, tradeit, integrated with their primary AS400 based ERP system and a number of internal and external specialist systems to facilitate a fast moving and complex business and client base in a highly competitive arena. Integration with their primary business systems includes; 8 flat file integrations, 21 APIs, 4 specialist configurators and pricing tool integrations, and 6 external system integrations.
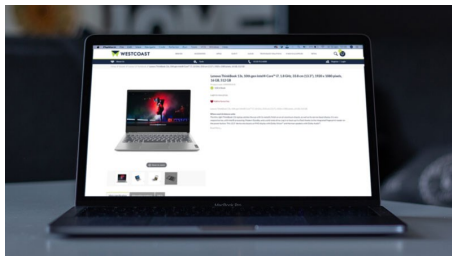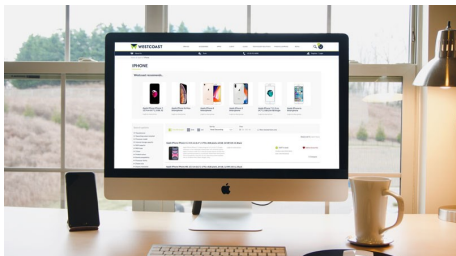
The tradeit ecommerce platform provides Westcoast with a centralised suite of management tools, including the integrated PIM, to administer their rapidly growing catalogue of 500,000+ products and over 5 million price variations.

Integrations cover everything from product, stock, pricing, orders, returns, invoices/payments of invoices, user specialist reports, quotes/estimates, user multi-account management and more.

With sites for both the UK and France, and a separate site for their Data Select business, running from a single installation of tradeit, content can be shared whilst still allowing for unique requirements such as translations to easily be catered for.

One of the main benefits for Westcoast has been providing their customers with a sophisticated 'My Account' area to enhance their own ordering and order management capabilities. This rich functionality includes:

- Master and sub account management (so central offices can control purchasing of regional offices on an individual basis).
- Setting credit limits.
- Managing orders (including previous orders, back orders, saved orders, approving orders and invoices).
- Managing accounts, members, their access rights and permissions.
- Addresses management.
- Complex reporting and more.

It also gives them access to a host of configuration tools they can use to help them spec out their new equipment.

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The main benefit of the site over our previous site is speed. As an additional benefit, when we migrate the rest of the group over to tradeit, we will have a single platform on which to manage our sites. We've been working with Red for a few years now launching a couple of sites, they've been good to work with and always delivered to meet our requirements.

Senior Developer, Westcoast

Project Integrations

infor   icecat *the open catalog*   pimberly   Hewlett Packard Enterprise iQuote   CHANNEL CENTRAL .NET