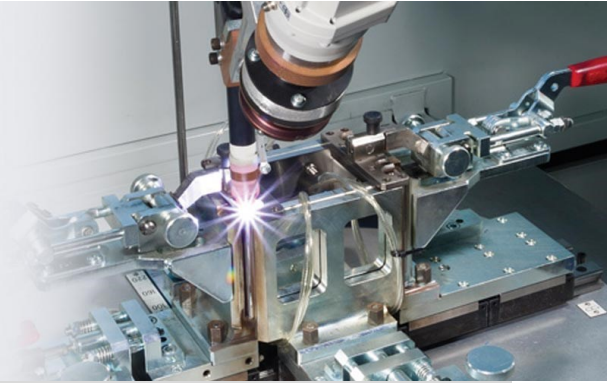


Case Study

B2B ecommerce integrated with Microsoft Dynamics AX.



Electrix
Stainless Steel Solutions



As the market leader for over 30 years, Electrix International Ltd is proud to be referred to as the World's leading manufacturer & stockist of stainless steel cable management systems including trunking, conduit, cable tray, basket tray & electrical enclosures.

Project Highlights



Feature-rich B2B

Specifically designed to support the nuances of B2B ecommerce.



Seamless integrations

2-way integration with Microsoft Dynamics AX.



Advanced delivery options

Users can specify exact delivery dates on checkout.



Rich product details

Rich product details with 360° images, product videos, CAD file downloads, and large specification tables.



International channels

Localised for UK, US, French and German markets with translated content and multiple currencies.



Online invoicing

Users can view and print invoices and credit notes in their financial statement page. Invoices can also be paid online.



Quotation management

Quotes presented to users in their my account where they can convert them to orders and pay.

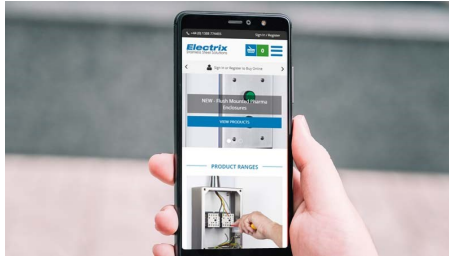


Responsive design

Responsive design across four breakpoints.

Project Overview

When Electrix's previous website build failed, they began to wonder if they were asking for too much. They hoped to find a solution that would help them create a 'customer self-help portal' whilst promoting their products and assisting SEO and SERP visibility. They were struggling to find a provider capable of meeting their specific quote request requirements and complex basket rules, and one with proven experience of integrating into Microsoft Dynamics AX. That's when they turned to Red Technology.



tradeit's B2B capabilities and our proven Microsoft Dynamics AX integration experience means that Electrix can now offer their customers all the functionality they desire. As many B2B purchases begin life as quotes, it was important to be able to deliver the ability to request quotes online. They can now be submitted by the user, checked and priced by Electrix and pushed back to the users' my account and email with their pricing and delivery costs added, ready to be converted to an order.

The users' my account is also key to providing many of the other services Electrix's customers expect. Depending on how they pay this can include showing balance and available credit, previous orders, invoices, quotes, and all other financial information.

With four separate international channels, GEOIP has been introduced to ensure users are directed to the relevant channel, whilst tradeit's international and multichannel capabilities ensures local content, language and currency requirements are easily catered for.

Bringing their product to life was another key requirement for Electrix so product pages now feature multiple images with 360° rotation, product videos, CAD file downloads, large specification tables and much more.

From the SEO side of things, UK and US Google results have already shown promise whilst there has been a significant increase in enquiries from Spain, Portugal and Canada amongst others.



We searched for website providers who could handle our quote request requirements and who had integrated with Microsoft Dynamics AX. We also had a number of basket rules that other suppliers couldn't grasp. Our new website is industry-leading, there are no competitors who offer such rich features.

Operations Director, Electrix International Ltd.

Project Integrations



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