

Case Study

B2B ecommerce integrated with Sage 500.



Established over 35 years ago and with an unrivalled knowledge of the marketplace, Papergraphics offer a wide range of large-format printer support services, equipment and supplies such as printers, ink, paper and toner to large print for pay customers. With four application centres in England, Scotland, Spain and The Netherlands, they are the essential destinations for forward-thinking and adventurous large-format print businesses.

Project Highlights



Feature-rich B2B

Specifically designed to support the nuances of B2B ecommerce.



Seamless integrations

2-way integration with three installations of Sage 500 ERP and Infor CRM.



International channels

Localised, international sites for the UK, NL and ES.



Multi-warehouse

On-site social commerce functionality including a community where artists can connect & share their work, full of user-generated content.



Customisable products

Customisable products that can be cut to the users' requirements. Customer can select how many cuts are needed and the width of the cuts.



Intelligent filtering

Personalised my account means users can store printer details and then filter by products only valid for use with the printer(s) they have.



Advanced delivery options

Multiple delivery options calculated on what type of customer, type of products being bought, where they are shipping to and service required.



Communicate information

Communicate company and product information far more effectively and quickly (new product launches, recalls, company news etc...).



Single ordering point

Now the primary internal order entry system using tradeit's call centre to process offline orders alongside online orders.



Complete product offering

Present complete product offering in a single place leading to more sales from cross-sells and up-sells.



My Account

Offer customers complete visibility of their trading relationship to help retention and reduce churn rate.

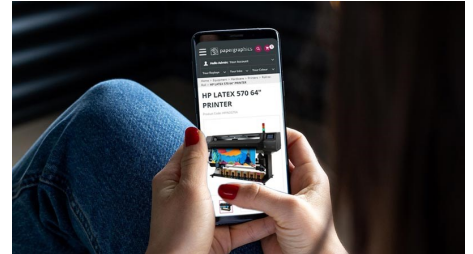
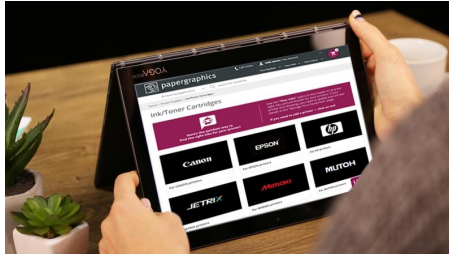
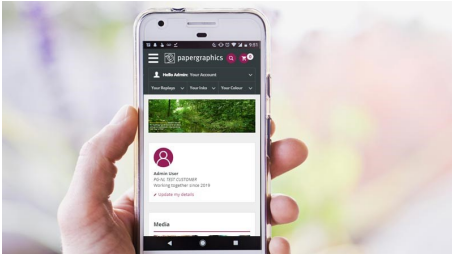


Responsive design

Responsive design across four breakpoints.

Project Overview

Having had just a very primitive ecommerce site, aimed at a small proportion of their customers, Papergraphics were looking to drive more business online through the development of a new website, built on a platform they could use for a long time to come. The platform needed to be closely integrated with their Sage 500 ERP and Infor CRM system in order to free up human resources and make the business more proactive, rather than being commercially reactive. By automating more of their procedures and reducing the human involvement in processing orders and providing product, stock & pricing information they have seen significant productivity improvements as well as a reduction in errors.



Alongside the productivity improvements Papergraphics also saw a number of other business benefits as a result of the move onto tradeit. These included increasing cross-selling and up-selling, increasing customer lifetime value (LTV) and retention, launching products to a wider audience more quickly and helping to turn slower moving stock.

With three international sites for the UK, Spain and Netherlands, each with their own user base, integrations were key and one of the main reasons for selecting Red given their integration experience and expertise. Each country has their own installation of Sage 500 and Infor CRM (formerly SalesLogix) with both systems being heavily integrated with tradeit. Having received a prohibitively large estimate from

their Sage partner to undertake the necessary integration, Papergraphics instead worked with Red to extract queries from their systems via XML before being pushed via FTP to tradeit. There is also a number of web services which execute queries and return data needed by the website.

They have also introduced a complex pricing matrix for shipping based on fulfilment type, product, location, and customer type, all managed in tradeit. There is also custom products which can be cut before shipment and intelligent filtering of products so that only those sundries that work with a chosen printer are displayed ensuring the user never orders the wrong thing.



Above all, this new ecommerce site will free up human resources to be able to be more proactive rather than being transactionally reactive. It will help us increase cross-selling, up-selling, customer lifetime value (LTV), and retention whilst enabling us to launch products to a wider audience much quicker and help us turn slower moving stock.

Managing Director, Papergraphics Ltd.

Project Integrations

sage 500

infor

TRU//ST
PAYMENTS

loqate
GBG

Google
Analytics

Google
Tag Manager

PURE
CHAT

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