

Case Study



International, B2B & Retail Ecommerce for cake decoration and baking supplies manufacturer.



Since 1956, PME Cake have proudly supplied cake decorating and baking supplies to professionals, enthusiasts and home bakers in 86 countries. Despite being a 60-year old+ brand, they had no real digital presence, so came to us for help.

Project Highlights



Multiple sites

Multiple B2B and Retail sites all administered from a single instance of tradeit.



B2B

Rich B2B functionality including quick orders, saved baskets, financial statements, user management and account information (credit limit, available credit, credit terms, account balance).



Global ecommerce

Localised, international sites for the UK, US, Spain, France, Germany, The Netherlands + the Pan Pacific (Oceania, Asia & Hong Kong).



Call centre/MOTO

Built-in call centre tools providing customers support and offline order processing.



Invoices

Financial statements available via web services with invoices that can be paid/part-paid online, including via credit notes.



My Account

Easily managed, B2B customer accounts with quick order form, saved baskets, financial statements, address book, and wishlist.



Integrated blog

Retail sites feature integrated blog with recipes, tips and ideas.



Payment options

Multiple payment options including on account, credit/debit card, BACS and pro-forma, plus integration with multiple PSPs for different international channels.

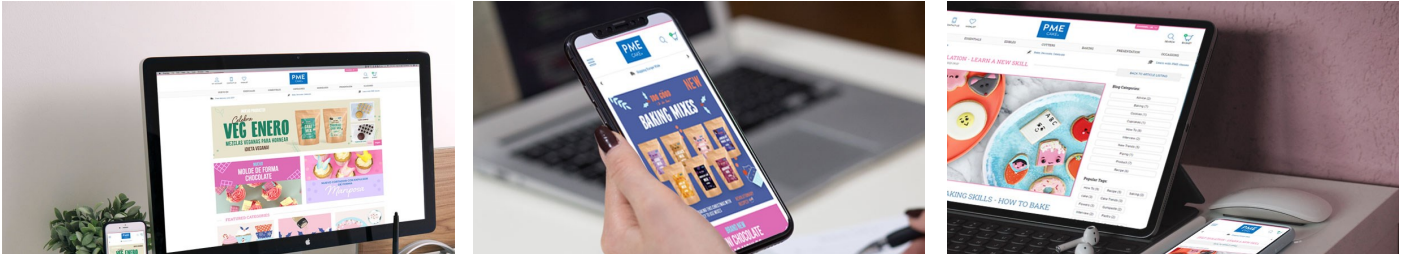


Integrations

2-way integrations with Microsoft Dynamics GP using both web services and XML data transfers.

Project Overview

When PME Cake first approached us in 2017, they had no online presence and were looking to take the first steps on their digital journey. As a 60 year-old brand, their customers had always ordered via traditional channels and senior management were wary of upsetting this established process. In order to gauge interest and acquire buy-in, they opted to use a low-end system to deliver a proof of concept and establish the demand for ecommerce was there. Having trialled it for 12 months and seen the uptake, they returned in early 2019, eager to deliver a more sophisticated system that would service the needs of their B2B and B2C customers, integrate easily with Dynamics GP, as well as scaling to meet future needs like the launch of several international channels. They chose tradeit.



As a predominantly B2B business, PME Cake needed an ecommerce platform that was natively designed to support them. That means functionality inherent to the platform with tools like online invoicing (view, pay, part-pay, see credit notes), account management (credit limit, credit terms, account balance), quick orders and saved baskets.

However, having some B2C channels too meant that more retail focussed functions like a blog were also required. Fortunately, as tradeit has been designed from the ground up to support international B2B, Retail and D2C ecommerce it's able to provide specific tools aimed at each unique business model, across any channel.

Another of the main reasons for choosing Red was our vast experience in integrating with the Microsoft Dynamics suite of products, the 2-way flow of data between tradeit and their ERP was crucial, meaning data like credit limits and

financial statements is pulled from Dynamics GP to tradeit in real time using web services, whilst customer and order information is pushed from tradeit back to GP via XML. This ensures both systems are harmonious and up to date, whilst saving on lots of manual processing.

Having originally started with two UK channels, quickly followed by a US site, PME Cake have been quick to expand their business overseas. Following the UK's decision to withdraw from the EU, a Spanish channel was launched to help fulfil orders from the EU and avoid much of the paperwork now required when shipping goods from the UK. Other new channels for Hong Kong and further European countries are also in the pipeline, expanding their operations across the world. A big change for a company who barely had a web presence just a few short years ago.



The new site will bring us into the 21st century as our online footprint to date was very weak even though we have a brand that is over 60 years. It also puts us into a great position with the changing retail space and everything moving to online. Red Technology are a fantastic team that you will be able to rely on. We truly feel we are partners, not clients."

Ecommerce Manager, PME Cake

Project Integrations



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