CASE STUDY Silmid

SOLUTION   B2B Ecommerce for Reseller

![Silmid - a GracoRoberts company]

Founded in 1979, Silmid Ltd is a specialist Value Added Reseller of silicones, sealants, adhesives, lubricants, cleaning agents, and surface treatments who aim to create long-standing customer relationships by delivering a professional and high value service.

Project Highlights

B2B ecommerce

A class-leading B2B ecommerce site built using best practices and full of features like a quotation system, product MOQs, multiple delivery options and more.

Vendor Managed Inventory

Vendor managed inventory provides automatic re-ordering directly from customer stock checks.

Batch Numbers & expiry dates

Batch numbers with product expiry dates, hazardous and non-hazardous warnings, and downloadable product safety datasheets ensure users are fully aware of what they are buying.

Online quotation management

Online quote handling meaning administrators can create quotes, adapt pricing (margin is visible to them) and send to customer via email and their My Account for approval and conversion into an order.

Seamless integrations

Seamless two-way integration with WinMan ERP, VAT registration checker and TRUST Payments PSP.

International

Localised, international sites for the UK, US, France and Spain all running from a single instance of the platform.

Multiple shipping options

Multiple shipping options including door-to-door for landed cost, or ex works where customer can arrange collection using their own courier.

Advanced search

Quicker and more accurate search results with many advanced search features like fuzzy search, weighted search passes, pinned search results and much more.

Multiple payment methods

Supports multiple payment methods including credit/debit cards, PayPal, on account, and the uploading & payment of pro forma invoices online.

Project Overview

With a product catalogue running to over 14,000 items supplied by more than 400 vendors Silmid is a one-stop shop for the aviation, marine, rail, automotive, energy, engineering, and defence industries, amongst others.

Wanting to move their online business forward, and having become frustrated with their existing ecommerce and CMS platform, Silmid undertook a managed selection process, with third-party consultants, in order to select a new ecommerce platform. Based on a comprehensive list of requirements and a scored selection and demo process. tradeit was chosen over the three other shortlisted vendors.
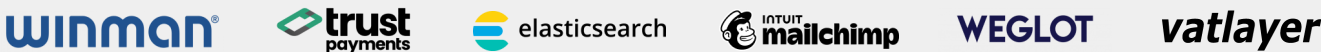
One of the main reasons for choosing tradeit was the perfect blend of both retail and B2B ecommerce functionality, not available in other platforms. This new rich B2B functionality includes a quotation system, minimum order quantities on products, integration with a VAT registration checker, master and sub account management, tiered pricing by volume (the more units you buy, the lower the cost per unit), a host of payment options - including the ability for users to upload and pay pro forma invoices online - and numerous delivery possibilities. There was also a number of different shipping options to be catered for, including customers using their own couriers for the collection of items from Silmid's warehouse.

Not only that, due to the types of products they sell, the site now displays the product batch numbers with expiry dates (for solvents etc...) - enabling customers to choose which batch they want to order from - , whether the product is hazardous or non-hazardous, as well as showing all downloadable product safety datasheets. The final requirement was seamless integrations between tradeit and their external systems including WinMan ERP, a VAT checker and PSP.

Being able to deliver a best-in-class, international Retail and B2B ecommerce platform, seamless systems integrations, as well as all future development, hosting and support, means Silmid can take advantage of having a single, and expert, partner for all their ecommerce requirements. The scope to now continue expanding internationally and add future sites is something they have already taken advantage of, with sites in the UK, US, France and Spain and tradeit's scalability and flexibility enables this continued growth.

> *We were able to trade on the first day with no issues and immediately received good feedback from customers. The build process is robust, we were very impressed with the team, and certainly felt safe in their hands.*
>
> **Operations Director, Silmid**

Project Integrations