



## Project Highlight

# eCommerce Website Transformation for B2B Parts & Services Provider

## Overview

A family-operated manufacturing business that provides service, repairs, and installation for commercial kitchens across Ohio, Southeastern Indiana, and Northern Kentucky connected with New Era Technology for support to modernize their website.

## Solution

The customer was operating on a full-bespoke e-Commerce platform that presented limitations and failed to integrate with their ERP and Service applications. Data challenges resulted in many canceled orders due to inaccurate inventory counts and misquoted shipping rates. Additionally, the client felt the website's UX and design was challenging to navigate and was overall outdated in appearance. The client was seeking a new website platform to set them up for continued digital transformation and evolution while bolstering their online presence. The Magento 2 eCommerce platform was chosen as the target platform for migration. As an enterprise, open-source platform, the solution was both cost effective and robust enough to adapt to the needed integrations and customizations.

New Era's team worked creatively to bridge gaps in product data while accounting for drop-ship scenarios that added complex exceptions to purchasing and shipping processes. Working with over 2 million products served as a significant undertaking. New Era's team of experts creatively optimized the migration process and performed targeted product data cleansing. This complex infrastructure was complimented by a revitalized UX and visual design, highlighting the brand's value propositions and optimizing paths for users to quickly find their desired parts and services when arriving to the site.

To ensure client satisfaction, New Era conducted a series of on-site training for new technologies, interfacing not only with the client's web team but also with the warehouse staff who managed fulfillment, the billing team, and the sales and outreach teams.

The Digital Transformation solutions implemented transformed the employees' day-to-day execution of their roles and improved critical security problems that had been overlooked. The project was completed within ten months, from discovery to delivery.

Want to learn more about this project or solution?

Call us at 877-696-7720 or visit [neweratech.com/us/contact-us](https://neweratech.com/us/contact-us).

## New Era Technology's Digital Transformation Practice

Today's digital transformations create dynamic technology frameworks that drive powerful customer connections and unleash the power of data and innovation so you're ready for anything. We tailor engagements to meet our clients' unique needs. As a global technology solutions provider, we offer project-based consulting, co-sourced teams, and strategic staffing.

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