

Enhancing the E-Commerce Experience for a Life Sciences Solutions Provider

Upgrading a premier life sciences provider to a robust Magento Commerce platform, integrating ERP/CRM for a scalable, global B2B e-commerce experience.

Overview

- Developed and implemented a responsive, future-ready B2B e-commerce solution on Magento Commerce (Enterprise Edition) to support global operations.
- Integrated the platform seamlessly with the client's existing ERP system for real-time order synchronization and used Salesforce for lead management.
- Created separate, geo-location-aware storefronts for Europe, the U.S., and China to cater to a global B2B audience.
- The solution led to tangible commercial benefits, including a 22% increase in transactions and a 31% increase in revenue within six months.



Client Profile

The client is a premier biotechnology company in the flow cytometry industry that delivers innovative cell sorting, flow cytometry, and reagent solutions. Based in the U.S., the client has affiliate offices in East Asia and Europe with distributors spread across the world.

Challenges

- **Lack of Scalability:** The existing solution was incapable of supporting the client's ambitious goals for boosting global online sales.
- **System Integration Gap:** Required a platform that could seamlessly integrate with existing business systems, including product catalogs, databases, and Salesforce CRM.
- **Global Complexity:** Needed a single platform capable of catering to diverse global audiences with region-specific content and pricing.
- **Data Management Overhead:** Required streamlined processes for managing product data from multiple vendors and bulk catalog/customer import.

QBurst Solution: Customized Magento Commerce

We implemented a high-performance, user-centric Magento Commerce solution, customizing the core platform to align perfectly with the client's complex B2B business model. This created an all-in-one, integrated system that significantly enhanced the client's reach.

- **Global Storefronts:** Created separate, geo-location-aware storefronts for the U.S., Europe, and China, automatically directing visitors to the correct regional experience.
- **Core Systems Integration:** Seamlessly integrated the eCommerce workflow with the client's ERP system to ensure real-time synchronization of orders.
- **Content and Lead Management:** Integrated WordPress for easy content management (including newsletters), and utilized Salesforce Web-to-Lead Forms to automate lead generation and tracking from website visitors.
- **Dynamic Search & Data:** Implemented Apache Solr for a powerful internal search engine and developed a custom ETL module for bulk product and customer imports, including configurable data validation.

Technical Highlights

- **WCAG 2.0 Level AA Compliance:** Ensured the website met global accessibility standards.
- **Dynamic Product Data Sheets:** Enabled on-the-fly generation of product data sheets in PDF format using catalog data.
- **Custom B2B Features:** Implemented multiple customer account levels/roles, custom discounts per customer group, and an 'Order Edit' option via the admin backend.
- **Custom Product Microsites:** Created to enhance product listing impact and visibility.
- **Performance Optimization:** Integrated Redis Caching Server to ensure low latency and fast performance.

Impact: Driving Revenue & Productivity

- **Revenue Growth:** The implementation resulted in a 31% increase in revenue within six months of the portal launch.
- **Transaction Boost:** The highly responsive website contributed to a 22% increase in transactions.
- **Improved Experience:** The intuitive design and dynamic searching feature resulted in a 35% increase in site visits with improved customer satisfaction.
- **Global Reach & Efficiency:** Achieved real-time order synchronization with the ERP system, automating workflows and supporting scalable global operations.
- **Accessibility:** Full WCAG 2.0 Level AA compliance ensured the platform was accessible to a wider audience base.