Overview, Challenges and Requirements

- Sells 30,000+ chemical products worldwide, continually adds new products
- 18,000+ customers; 26 customer price groups with 10 price tiers per group
- Multiple buying restrictions based on location and customer status
- Bi-directional integration with highly-customized FileMaker ERP system
- Many advanced UI features include dynamic forms, customized user portal and multiple quick order options
- Updated (front-end) user experience and expanded user account capabilities

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The Solution:

- Magento Commerce 2.3.5
- Upgrade from M1 Open Source
- AWS Global hosting
- Clustered database
- IP-based location filtering
- FileMaker integration

Phased approach:

1. Migrated existing customizations, integrations, extensions, and data
2. Added new homepage animation and new mega-menu
3. Applied native Commerce functions including Elastic search, requisition lists and Page Builder
4. Launched site (Q1 2020)
5. Ongoing: add new Commerce features and custom functionality

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One Store, Many Unique Functions
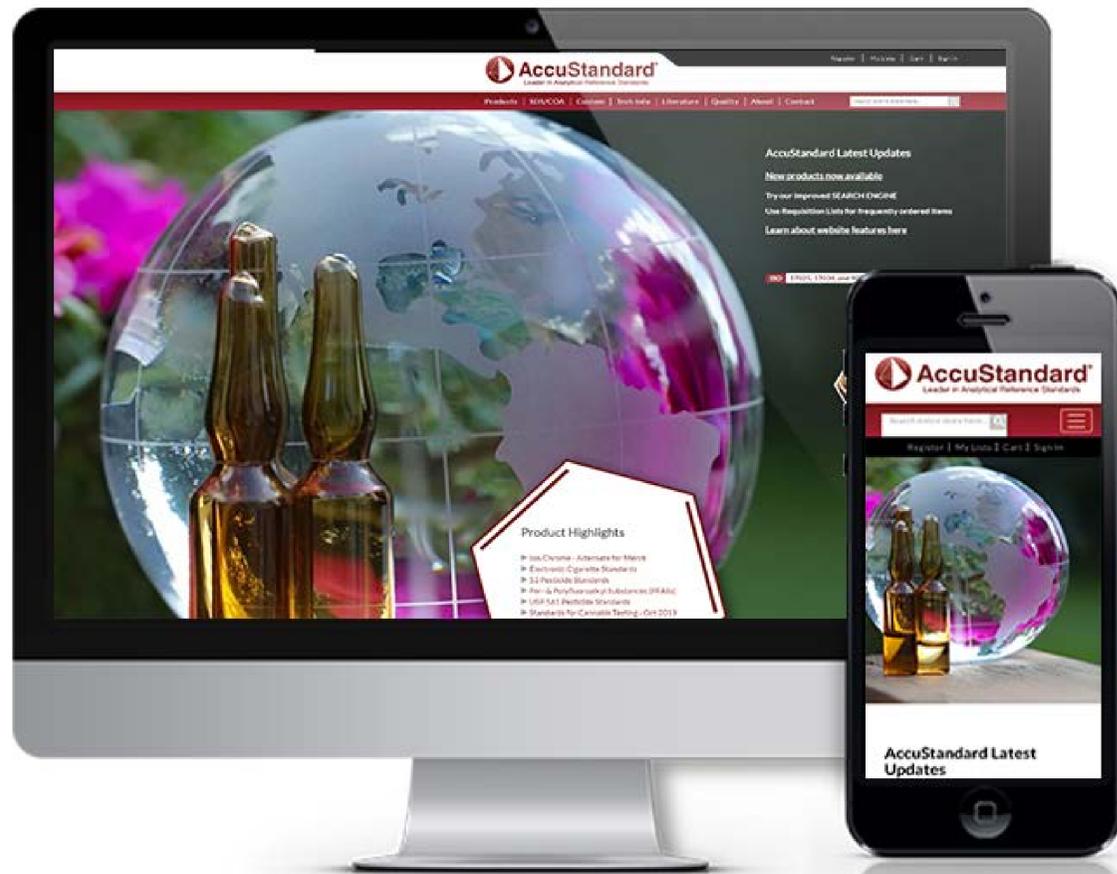
- Customer portal with multiple access levels and user-specific reports
- Order upload via Excel or by catalog number
- Tightly-controlled user access for placing orders and creating requisition lists and downloading specific documents

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FileMaker & Magento Commerce: 2-Way Integration

Custom integration syncs data between FileMaker ERP system and Magento 2 Commerce website

HWW worked with AccuStandard's IT team and systems integrator GreenPages Technology Solutions to create bi-directional, real time communication between FileMaker and the website

Selling Chemical Products Online
Site Enables Strict Controls

- ☑ **Complex B2B buyer pricing rules**
    - New buyers must be confirmed
    - Each customer assigned tiered pricing structure

- ☑ **Buying permission based on multiple criteria:**
    - Location/Country
    - Product type
    - User level
    - Legal restrictions

- ☑ **Technical info visible only to approved users**

- ☑ **Custom quick order and requisition list functionality**

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Built for Continuous Growth

- ✓ Custom portal offers many features and exclusive content

- ✓ Magento Commerce features make it easier to find items and build orders

- ✓ FileMaker integration enables continuous product and data updates

- ✓ Customer service team can spend time on higher-value work

- ✓ Promotional activities can be more precisely targeted

- ✓ Site administrators have advanced ways to update site without programmers

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Conclusions

Key to this project's success was engineering the Magento 2 Commerce site to use native features plus customizations to optimize performance of the many unique functions built into the Magento 1 Open Source site.

HWW and AccuStandard follow an agile roadmap to address urgent needs and implement ongoing enhancements.

AccuStandard's investment in Magento Commerce and vision of the site as a powerful, ever-evolving tool to continually increase sales AND operate more efficiently, positions AccuStandard for ongoing success.

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Connecticut-Based Magento-Certified Agency

Capabilities:

Magento Commerce System Integrations

Full Website Support: Administration, Programming, and Managed Hosting

Custom-Designed Themes

Custom Programming

Custom Extensions

ERP to Magento Bi-Directional Integrations

B2B Buyer Portals