

Independents Effectively Compete Against Giants

New portal drives growth, reduces costs and fosters marketing partnerships

Company

Wholesale industrial and construction products buying and marketing group

Business Pains

- Current portal experienced performance issues and could not support company's strategic growth plans, which focused on entering new markets / geographies and boosting core member growth.

Solution

- Built a scalable, mobile-ready extranet portal that:
 - Strengthens collaboration between distributors and suppliers.
 - Provides best-in-industry, easy-to-use tools that can be promoted as a key benefit of joining the group.
 - Supports graphical reporting features to help members obtain/analyze performance-to-date.
 - Improves overall website infrastructure.

Benefits

- Increase of **40%** in site performance.
- **12%** increase in traffic to the site.
- Used to actively recruit **growth-oriented** distributors & **best-in-class** suppliers to group.

Portal streamlines information search, helping members modify program buying behaviors and maximize margins.



40%
increase in site performance for network of 650 suppliers and 570+ distributors

This state-of-the-art, multi-lingual portal was designed to support the growth of our business. It is used during our recruitment efforts as a key benefit of joining our group and positioning us as a market leader.

-- Director of IT

