

Independents Effectively Compete Against Giants

New Partner Portal Helps Marketing and Buying Group Drive Growth, Reduce Costs and Foster Partnerships

Business Challenges

A wholesale industrial and construction products buying and marketing group (with a network of 650 suppliers and 570+ distributors) needed to help its members build more business opportunities.

A key issue lay with their partner portal. It was experiencing scalability and performance issues and could not support the company's strategic growth plans, which focused on boosting core member growth (in new markets and geographies).

To meet growth goals, the group needed to transform its partner portal into an easy-to-use, multi-lingual digital platform so distributors and suppliers could connect and collaborate. The more members could collaborate, the more business opportunities presented themselves.

The group needed to recruit more members, but there is a lot competition in attracting best-in-class suppliers and growth-oriented distributors. It is not enough to simply sign them up. To hit their growth targets, the company had to recruit them and earn their loyalty. Loyalty, however, can be difficult to secure.

Therefore, providing a differentiated, best-in-class portal was crucial. Members needed to love to use the group's portal. To boost utilization rates, it needed to not only provide the tools that the members needed but an engaging user experience.



Engaging Experience

In many cases, the decision to engage does come down to a great user experience. Forrester Research found that most extranet portals offer an overall poor user experience, due to inefficient task flows, inadequate content, indecipherable text and ineffective use of space and layouts. Therefore, the decision to engage with a new portal comes down to providing an engaging digital experience.

Keste is an award-winning, global software solutions and advisory firm focused on B2B and e-commerce solutions. We help our clients choose and implement the right technology to transform the way they do business. We know integration and its importance in optimizing processes, lowering costs and even improving cash flow. We have built game-changing hybrid cloud business solutions, tailored to the needs of visionary CEOs, CFOs and CSOs. Keste has practice areas — focused around Oracle and Salesforce — in CX/CRM/CPO/ mobility, hybrid cloud integration, content management, dashboards/communities and automation/ modernization.

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Keste Delivers — Solution and Innovation

Keste built a scalable, mobile-ready, multi-lingual extranet portal. Today, the site is interactive and actionable, strengthening the collaboration between distributors and suppliers. Both the look and feel and the search experience were enhanced, and easy-to-use, graphical reporting tools were added to provide members with timely, easy-to-access information to drive growth.



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Business Benefits

The new best-in-class portal supports the sales/marketing group's business growth initiatives. It is now an interactive, actionable digital platform that provides valuable, timely and accurate information to help distributors make better purchase decisions.

In fact, users no longer have to drill down several layers and click around the website to find the information. By streamlining this search for information, the portal provides the flexibility that distributors and suppliers need to modify program buying behaviors and maximize margins. Site traffic has increased 12% since launch, and there has been a 40% increase in site performance.

Thanks to new language support and a scalable infrastructure, the group has expanded operations into South America.

Keste built this digital platform to help the group's members grow and manage their business, and we can do the same for you. To learn more about our portals and digital experience platform solutions, check out our website at www.keste.com.

Contact: solutions@Keste.com or +1 877-537-8360 to learn more. Or, visit us online to see our entire solutions portfolio at: www.keste.com

CASE STUDY HIGHLIGHTS:

CUSTOMER: Wholesale industrial and construction products buying and marketing group

INDUSTRY: Distribution

BUSINESS CHALLENGES

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.

KESTE 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.

BUSINESS 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.

PRODUCTS LEVERAGED

Oracle WebLogic
Oracle WebCenter Portal
Oracle WebCenter Content
Oracle DB
Oracle Identity Management

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