

Proto Industrial: Global B2B Presence

How Orchestra streamlined Proto Industrial's online offering across the board



For over 100 years, Proto Industrial has been manufacturing industrial-grade tools and storage solutions for heavy-duty production and maintenance applications. With a global distribution network, Stanley Proto, a division of Stanley Black & Decker, now offers a complete line of more than 5,000 tools and sets and is the most recognized brand in the industry. Proto Industrial wanted to modernize its online identity, offer more sophisticated and intuitive digital product catalogs, as well as facilitate information discovery. All of this in a multi-country and multi-lingual digital scenario.

ADAPT

Online presence now aligned with corporate image and digital catalog fully synchronized with product updates.

PERFORM

Improved customer experiences and satisfaction with facilitated search, navigation and ordering.

INNOVATE

Next phase: Build a powerful, integrated mobile site.

THE SITUATION

Proto Industrial's website had not been updated for several years and internal product catalogs were not synchronized with the online offering. As a result, the products on the website were out-of-date, the website did not represent the current branding and positioning of the company, and the customer experience was not up to par.

A basic keyword search was available to users but no faceted navigation or filters were available to facilitate product discovery. Product browsing was possible but required many clicks, users could not create an online profile, and client interactions were minimal at best.

"Working with Orchestra to implement our advanced SharePoint solution and e-Commerce needs has been a terrific experience. Professional and knowledgeable, they converted our complex environment into a work environment that is simple to use and easy to navigate."

Chris Teer, eDelivery Manager at Stanley Black & Decker, Inc.



THE SOLUTION

ONLINE CATALOG SYNCHRONIZATION

The primary mandate for Orchestra was to offer a solution that modernized the online corporate image to Proto Industrial's worldwide network of distributors through a visual and experiential website. The objectives included updating and synchronizing online product catalogs and content, facilitating information discovery through a powerful on-site search engine, increasing customer loyalty and interactions through a more personalized experience, and empowering internal users with efficient management and selling tools.

SEARCH

The solution developed by Orchestra was to deploy its Overture Commerce engine to power the global B2B online experience. Today, the complete offering of Proto Industrial's line of products is managed and maintained inside Overture and product catalogs are synchronized daily with the Product Information

Manager used internally at Stanley Proto. Customers are able to create online profiles, save wish lists and custom tool sets, and submit those requests for quotes from an authorized distributor. SharePoint 2013 also plays a significant part of the integrated solution by allowing Proto Industrial's marketing staff to manage online content and power the on-site search. SharePoint's multi-lingual and multi-region capabilities also help localize the content and offering for each country where Proto Industrial is present.

INTEGRATION

One of the main integration challenges that Orchestra faced was the synchronization of product data coming from Stanley Proto Product Information Manager. The complexity of the catalog structure, combined with Proto Industrial's vast offering, pushed both teams to create a multi-part enterprise service bus capable of syncing product information between the two systems.

THE RESULTS

After deploying the solution with Overture as the backbone of all commerce activities and SharePoint for the delivery of content pages and search results, Proto Industrial saw a significant increase in site usability and customer interactions as well as online profiles created in the system. Furthermore, their marketing and merchandizing teams are now able to author and manage content within minutes.

Not only is their online presence up to standard with their corporate branding and values, their vast catalog is consistently up-to-date and segmented by location and language, ensuring their customers find what they need through a richer, customized and more intuitive experience. And Proto Industrial are now equipped with a solution that can expand their global B2B presence as their needs grow.



Blending technology, innovation, strategy and creativity, Orchestra represents the new commerce generation of companies offering products, solutions and services that converge online with in-store experience. Passionate about our mission to enable great brands to adapt, perform and innovate in the digital economy, we have built an undisputed reputation for delivering excellence and ensuring client satisfaction.



Overture Commerce is a highly flexible, adaptable and cost-effective enterprise .NET commerce platform. Its scalability, extensibility and flexibility bring to market a unique approach named Commerce Orchestration™. Overture fuels the next-generation commerce solutions geared for global deployments, multiple brands and multiple market scenarios, while providing the very best digital customer experience. It is the fabric of agile businesses.

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