

# Osborne Quality Seeds Streamlines Ecommerce Operations and Increases Organic Search Traffic 300% with Progress Sitefinity

AT A GLANCE



When Osborne Quality Seeds sought a comprehensive Ecommerce and content management platform to integrate with its new enterprise resource planning (ERP) system, it turned to Progress Sitefinity and SmarterCommerce. Working together to enable and dramatically grow Osborne's digital commerce business, the combined solution provided the ideal fit to help Osborne achieve its 20% year-over-year growth goal for the business.

**COMPANY**  
Osborne Quality Seeds

**INDUSTRY**  
Consumer Goods & Services

**PRODUCT**  
Progress Sitefinity

**COUNTRY**  
United States


## Challenge


As Osborne Quality Seeds was migrating from a legacy ERP to Oracle JD Edwards EnterpriseOne, the Osborne Seeds content and experience platform was a key aspect of the business operations that needed to be upgraded in order to easily integrate to JD Edwards. Osborne also required an Ecommerce solution that included real-time integration to JD Edwards, which included market-leading content management capabilities.


**“The transition to Sitefinity, together with SmarterCommerce, resulted in dramatic improvements in customer website traffic, time on site, and Ecommerce-driven revenue. We saw an 800% increase in Cyber Monday sales and a 300% increase in organic search as compared with pre-SmarterCommerce and Sitefinity operations.”**

**Stephanie Ludwig**  
Small Grower Business Lead, Digital Manager,  
Osborne Quality Seeds


## Solution


 Implemented SmarterCommerce and Sitefinity CMS to dramatically grow its digital commerce business.


 Achieved a complete integration of content, Ecommerce and search through integration with SmarterCommerce and Elastic Search.

 Integrated Google Analytics Enhanced Ecommerce with SmarterCommerce to enhance its visibility over its digital audience, customer acquisition, visitor behavior and sales conversion.

## Results





 Enabled Osborne to curate and tune the search results, delivering highly relevant results that have increased sales conversion.

 Drove an 800% increase in Cyber Monday sales and a 300% increase in organic search traffic

 The integration of SmarterCommerce with Google Analytics Enhanced Ecommerce provided actionable insights over the website digital audience, customer acquisition, visitor behavior, sales conversion as well as sales and product performance.



**Learn how** to dramatically grow your revenue through digital commerce business with Progress Sitefinity

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