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

CASE STUDY

INDUSTRY
Consumer Goods & Services

PRODUCT
Progress Sitefinity

SUMMARY
When Osborne Quality Seeds sought a comprehensive Ecommerce and content management platform to integrate with its new Oracle JD Edwards EnterpriseOne enterprise resource planning (ERP) system, SmarterCommerce together with Sitefinity provided the ideal fit to enable and dramatically grow its digital commerce business.

> "The transition to SmarterCommerce and Sitefinity CMS resulted in dramatic improvements in customer website traffic, time on site, and Ecommerce revenue. The most recent metrics have reflected an 800% increase in Cyber Monday sales and a 300% increase in organic search as compared with pre-SmarterCommerce and Sitefinity operations."
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> **Stephanie Ludwig**
> Small Grower Business Lead, Digital Manager, Osborne Quality Seeds

Challenge

As Osborne Quality Seeds was migrating from a legacy ERP to JD Edwards EnterpriseOne, the Osborne Seeds content and experience platform was a key aspect of the project that needed to be upgraded in order to easily integrate real-time to JD Edwards, collect the proper commerce data, and present products in an engaging way online. Osborne sought a comprehensive Ecommerce and CMS platform to enable and dramatically grow its digital commerce business with targets of exceeding a 20% increase in sales year-over-year that could be integrated with JD Edwards. SmarterCommerce was the solution of choice to address the project requirements.

As Fermin Rodriguez, SmarterCommerce Managing Director, shared, "Osborne had the need for an Ecommerce solution and market leading content management capabilities. SmarterCommerce together with Progress® Sitefinity® provided the ideal fit for this project. SmarterCommerce is tightly integrated with Sitefinity and leverages its market-leading content management capabilities and data-driven marketing tools to power engaging commerce experiences."

Solution

Osborne Quality Seeds tapped SmarterCommerce, a leading international provider of Oracle's JD Edwards ERP business solutions, to lead the implementation of SmarterCommerce and Sitefinity to grow its digital commerce business.

Sitefinity and SmarterCommerce were also integrated with market leading third-party solutions that extended and enhanced the foundational functionality within Sitefinity and SmarterCommerce, including Google Analytics Enhanced Ecommerce for commerce-related analytics during sales conversion, and Elastic Search for enabling advanced product and non-product search throughout the site.

The SmarterCommerce and Sitefinity integration with Elastic Search has delivered superior search results and enabled Osborne to curate and tune the search results to align to the visitor's search criteria, delivering highly relevant results that have increased sales conversion. In addition, the integration of SmarterCommerce with Google Analytics Enhanced Ecommerce has provided

actionable insights over the website digital audience, customer acquisition, visitor behavior, sales conversion as well as sales and product performance.

Results

Speaking to the results of the implementation, Stephanie Ludwig, Small Grower Business Lead, Digital Manager, Osborne Quality Seeds, shared, "The transition to SmarterCommerce and Sitefinity 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."

Next up Osborne is focused on aggressive market share growth through a combination of improved organic and paid search coupled with enhanced digital marketing promotional efforts leveraging Sitefinity's SEO optimization capabilities and SmarterCommerce's advanced marketing and promotions functionality. In addition, Osborne plans to leverage SmarterCommerce product recommendations capabilities powered by machine learning across the digital property to increase average order value and sales conversion rates.

About Osborne Quality Seeds

Osborne Quality Seeds is an independent family-owned seed dealer located in the Skagit Valley of Washington State, specializing in innovative varieties and excellent customer service for over 35 years. Osborne's seed selection includes vegetable, flower, herb, and cover crop seeds, including both hybrid and open-pollinated varieties, available as certified organic, untreated, treated, and pelleted. We supply growers of all sizes throughout the United States and Canada with high-quality seed. For more information, visit www.osborneseed.com

About SmarterCommerce

SmarterCommerce is a leading unified commerce solution provider with robust business process capabilities for Ecommerce, Payment Processing, Retail Point of Sale (POS), Call Center and Sales Tax Processing enabling organizations to seamlessly engage with their customers across digital and physical sales channels. SmarterCommerce has established itself as the global leader in unified commerce solutions for the Oracle ERP marketplace with solutions to address all aspects of an organization's digital presence.

Together with Sitefinity DX, SmarterCommerce offers an enterprise class Ecommerce platform to address the most challenging multi-channel web content and commerce requirements with advanced functionality for personalization, multi-language, currency, brand support as well as AI and ML-powered search and product recommendations.

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

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