How State Electric Brings the B2C Experience to B2B Commerce with Sitefinity and OpenEdge

CASE STUDY

STATE ELECTRIC SUPPLY CO.
Customer Focused, Quality Driven

INDUSTRY
Electrical Contractor

PRODUCT
Sitefinity
OpenEdge

SUMMARY
Whether its B2B or B2C, today's ecommerce experiences need to be seamless and user friendly. With Sitefinity, State Electric Supply was able to build an award-winning ecommerce experience that surpassed its customers' expectations.

> "Our existing storefront did great, it was sturdy and reliable. However, it didn't really deliver the feature-rich, aesthetically pleasing experience that modern online shoppers have come to expect"
>
> **Eric Sywenki, Lead of Digital** Business and Online Solutions, State Electric.

Challenge

Businesses today face a thorny reality. Digital experiences transcend industry lines, with innovators constantly resetting and refreshing customer expectations. Businesses are no longer just in competition with those in their industry, but with every other company.

State Electric Supply Co., one of the nation's largest and best-known electrical distributors, experienced this challenge firsthand. Over the past two decades, the B2C space had been setting the standards for online shopping. To continue to deliver a full range of quality products to partners and customers, State Electric realized its own B2B commerce experience needed to evolve. State Electric looked to expand its market reach by offering an online catalog and shopping experience to manufacturers and partners.

Solution

State Electric wanted to create a frictionless experience that would increase ecommerce adoption among its B2B audiences. This meant the company needed an integrated platform where customers could log in, manage their orders, research products and make purchases from a single location.

For 20 years, State Electric's business has run on Infor SX.e, an ERP based on Progress® OpenEdge®, which automates its backend ecommerce processes. But, the company needed a platform to deliver the frontend portion of the new ecommerce experience.

Working with Progress partner Americaneagle.com, State Electric began building a new, B2C-inspired ecommerce experience with Progress Sitefinity®. State Electric could easily integrate with the Infor ERP and the product information management (PIM) system that handled all the product data and content.

To deliver a truly customer-focused experience, Americaneagle.com suggested taking advantage of Sitefinity's Hawksearch and ROC Commerce integrations. With Hawkseach, State Electric can provide an AI-powered site search experience, while ROC Commerce can handle its expansive product catalogs.

Results

Launched in 2018, the new State Electric ecommerce experience was an instant success, winning industry acclaim at the Affiliated Distributors (AD) Summit the same year. Sitefinity enabled State Electric to drive major improvements to both frontend and backend of operations.

Sitefinity plays a critical role in the order portal's workflows. Because it was so easy to integrate the scanner system used for order management with Sitefinity, State Electric is able to reduce the number of errors and streamline the order management process.

Additionally, Sitefinity made the management of the website and ecommerce experience much easier. The digital marketing team is able to quickly build landing pages, facilitating an agile marketing approach.

The new ecommerce experience is driving much more user engagement, including:
- New user registration (up 25% year over year)
- Organic traffic (up 43.48% year over year)
- Conversion rates (up 120% year over year)
- Sessions with search (up 43.72% year over year)
- Revenue generated from site search (up 244.79% year over year)

Libby Sperry, Director of Ecommerce at State Electric remarked, "Sitefinity and ROC provided the recipe for online success that we were seeking. We now have the platform and tools needed to deliver a great, personalized online experience to our customers and the numbers show it!"

> "We are still only beginning, we have a lot of plans for ecommerce experience. Sitefinity is a capable, robust, easy-to-use platform, and it gives us the ability to continue to meet the constantly evolving needs of our customers."
>
> **Libby Sperry**
> Director of Ecommerce, State Electric

For State Electric, ecommerce has evolved tremendously, going from a basic, internally developed website in the 1990s to an award-winning, multichannel experience today.

State Electric's next digital transformation goal is to deliver personalized content to its multiple personas with the analytics and content personalization capabilities from Sitefinity Insight.

About Americaneagle.com

Americaneagle.com is an industry leader in professional website design, strategy, development, and hosting. They're truly a one-stop shop, offering a full range of solutions for anyone looking to succeed in their online endeavors.

About State Electric

From a humble start in 1952, State Electric's goal has been to align with the highest quality manufacturers in the industry to deliver a full range of quality products and services to customers.

→ **Power Your eCommerce Experiences with Sitefinity**

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