



ROC
COMMERCE

CASE STUDY

Reinders

ROC & SX.e Integration Enables B2C Experience with B2B Functionality for Reinders Customers

Client

Reinders

Website

www.reinders.com

Industry

B2B

Features

- One-Page Checkout
- Guest Checkout
- Real-Time Inventory Availability
- Customer Security Account Permissions
- B2B Catalog Quick Order Tools
- Single Login for Retail & Commercial Members
- Payment by Terms
- Detailed Specs
- Videos from Manufacturers
- Product PDFs
- ROC Search
- Wish Lists

Overview / Results

Reinders is one of the largest Midwest suppliers to the golf and grounds industry. Americaneagle.com built a new site for Reinders on the ROC Commerce platform and integrated with Infor SX.e which runs on the Progress OpenEdge platform. The integration between ROC and Infor SX.e has brought consistency across Reinders' offline and online order channels.

This integration has enabled Reinders to offer its customers an online experience more often associated with B2C sites, with B2B functionality. The integration allows customers to schedule pick-up at the Reinders location nearest them or have products shipped directly to them. Customers can view products without logging in, there is a guest checkout and a one-page checkout process which works flawlessly on mobile devices.

The new site is personalized to offer B2B and B2C customers the optimum site experience, driven by the tight integration with SX.e. Customers can log in to see personalized pricing, payment options and shipping options based on their organization accounts with SX.e. Further personalization relates to a customer portal, where Reinders customers can view their order history online, including orders made over the phone, by coworkers, and via other non-web based methods. The customer portal also contains a summary of account balances as well as open and past invoices. Enhanced product information such as detailed specs, videos from manufacturers, and PDFs are also available on the new site.

Take the Next Step

Schedule a free demonstration today.

Visit us at www.roccommerce.com
Email us at sales@roccommerce.com

