

Allied Wire and Cable is one of the leading manufacturers in the industry - with a specialty in electrical wire, cable, tubing, and accessories. They are one of the largest independent distributors of wire in the country.

Second-guessing Existing Platform

AWC was looking for a B2B eCommerce platform that leverages most out-of-the-box eCommerce capabilities in addition to managing content easily. Previously, they couldn't easily connect to their existing ERP or determine price breaks through the website. Their existing commerce platform was unscalable and couldn't accommodate their substantial growth.

By partnering with XCentium, we were able to solve their business needs by introducing a staging SQL database that integrated their ERP data with the Optimizely commerce model. We also leveraged the out-of-the-box unit of measure feature to solve their price breaks requirements.

CLIENT

Allied Wire & Cable

WEBSITE

www.awcwire.com

INDUSTRY

Manufacturing

SOLUTIONS

HubSpot

Optimizely B2B Commerce
Salesforce
SQL servers
Rubicon
ERP
Google Analytics
Google Tag Manager
Google ReCAPTCHA
Avalara
Cybersource
FedEx & UPS

Transformed Digital Platform

Having a scalable digital platform was important for AWC. Insite B2B commerce reinforced that demand by being a solution that supports growing data volumes and day-to-day business demands. Data integration and modelling was handled by working with AWC to map their ERP data with the Optimizely framework. Another important aspect was supporting fast content development and publishing, in addition to achieving real-time pricing, order submittal and account creation. To increase the quantity and quality of website traffic, we operated with 3rd party vendors for SEO customizations. Other used solutions:

- SQL servers (used as middleware between ERP and Insite)
- Integrations with Google Suite (Analytics, Tag Manager, ReCAPTCHA)
- Optimizely B2B commerce plugins for Avalara (Tax)
- Optimizely B2B commerce plugins for FedEx / UPS (Shipping Carrier)
- Integrations with HubSpot for RFQs

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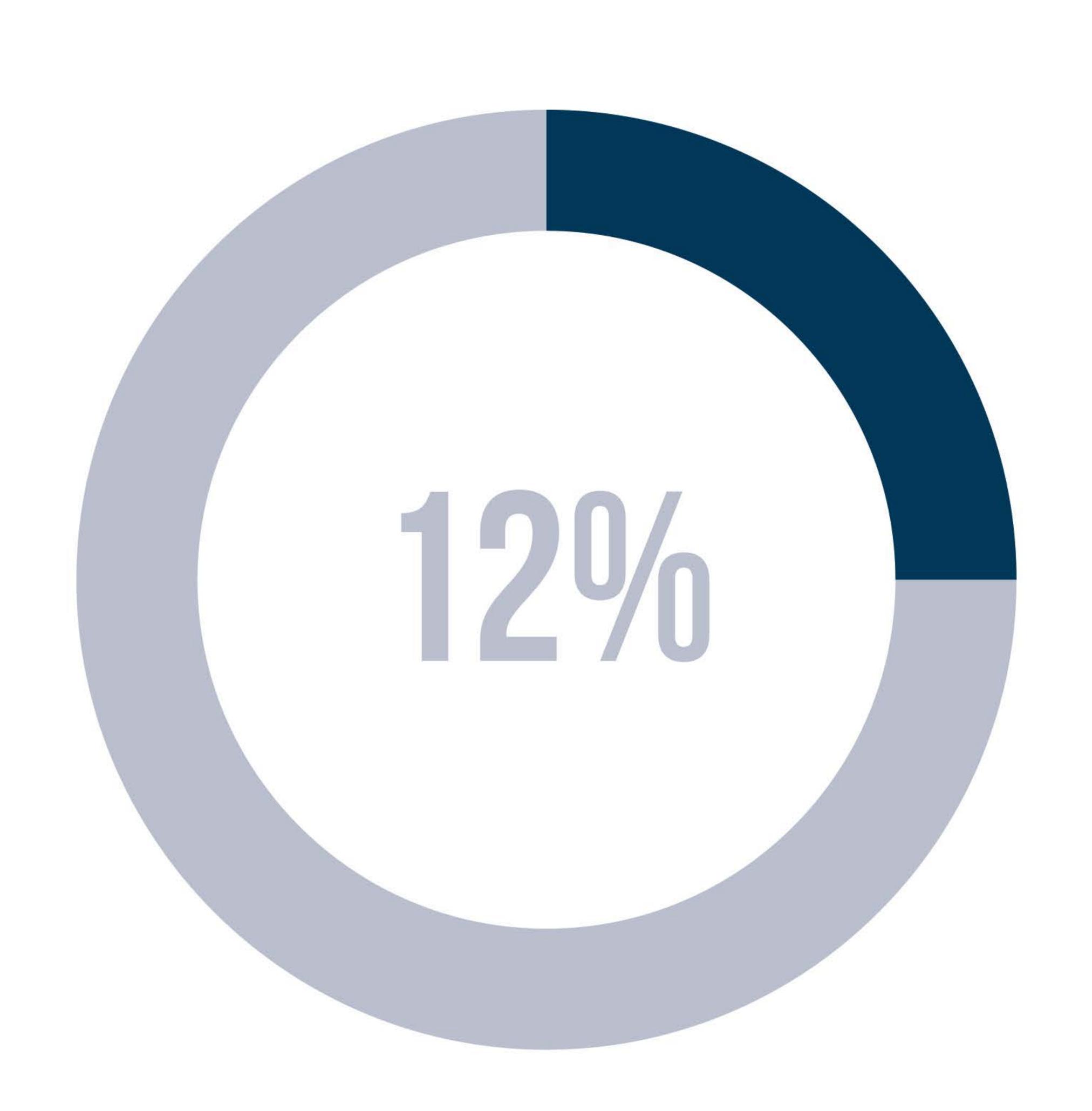
SOLUTIONS

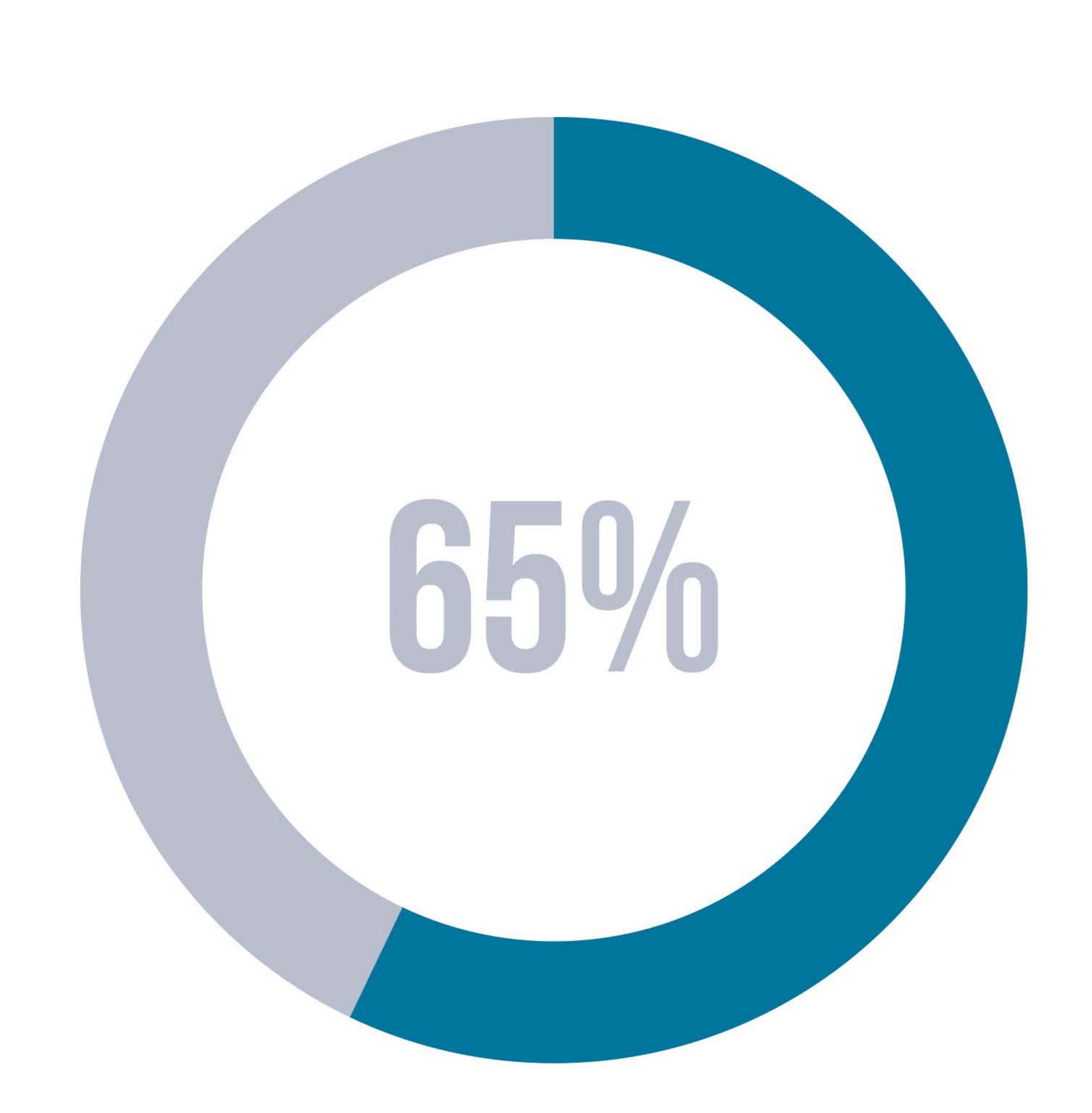
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Thanks to Xcentium we were able to migrate our website while implementing an ecommerce solution at the same time saving us time and development costs.

Charles Bennett,Director of SEO & WebStrategy at AWC

Project Outcomes





Decrease in Bounce Rate

AWC witnessed an increase in

visitors engaging with a

webpage's content.

Average session duration ~2.5

minutes.

New Sessions

Since site launch, AWC witnessed an increase in site sessions and overall site flow effectiveness.

1M unique page views since launch.

