InsiteCommerce Delivers Exceptional B2B Experience for Jones Packaging

With a history of legendary customer service, Jones Packaging was seeking a new B2B eCommerce solution to deliver an intuitive user experience, provide real-time inventory and pricing by integrating their ERP system, and streamline internal business processes. Jones hired XCentium based on their reputation in the B2B eCommerce industry, as well as their deep experience with integrating leading ERP solutions. XCentium implemented InsiteCommerce 4.4, the SaaS offering from the veteran B2B eCommerce software company, Insite Software.

Putting B2B Customers First

For more than 135 years putting customers first has been the priority at Jones Packaging. Internationally recognized for their expertise in printed packaging, contract packaging and medication dispensing and delivery products, Jones Packaging prides themselves on being the partner of choice for customer-first integrated packaging solutions. From folding cartons, labels, leaflets, intelligent packaging, pouching, blister packaging and vial filling to a wide range of specialized dispensing and adherence products for pharmacies, hospitals and long-term care, they offer many options to simplify the process for customers while maximizing their brand's value and ensuring consumer well-being. Jones Packaging's unique integrated services include graphic and structural design consultation and risk assessment, as well as full manufacturing and filling capabilities. Above all, they consistently deliver on their commitment to service excellence.

The InsiteCommerce platform features a robust ecommerce core out of the box, enabling Jones Packaging to manage B2B business requirements. The Insite SaaS platform allowed Jones to create unique solutions to solve their business complexities. With new features and updates automatically applied to the cloud environment, their team will have a continually updated platform to expand with as they grow in the future.

XCentium built a solution for Jones Packaging that features Design UI/UX, CMS and web page development, data integration, search and integration with the SAP ERP system.
Project highlight features include:

- Product Catalog
- Two types of product categorization
    - o   Product hierarchy
    - o   Customer-oriented hierarchy
- Searchable Category product list
    - o   Product list delivered based on search
- Real time Pricing and Inventory
    - o   Integration with ERP provides real time pricing and inventory for authenticated users
    - o   Guest users do not see pricing and inventory
- Customer Segmentation for Customer Catalog
- Personas to drive dynamic product recommendations

CLIENT

Jones Packaging

WEBSITE

www.jonespackaging.com

INDUSTRY

Manufacturing

SOLUTIONS

Insite Software

INTEGRATIONS

InsiteCommerce Cloud
Amazon Web Services

Growing a B2B Legacy

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Jones Packaging's solution features several key outcomes that are helping them extend and grow their legacy of customer-first service. In addition to providing excellent service, this solution will help the Jones team streamline their internal processes, control costs, and provide a more efficient way to do business. Key outcomes include:

- Easy to use, intuitive Content Management System (CMS) capabilities deliver a great user experience
- Their new website is responsive across web and mobile devices
- A new native mobile app, helping customers connect in any manner they choose
- ERP integration created a centralized and automated information and data management system, further providing efficiencies across the organization
- Built in support for Content Delivery Networks (CDN) to quickly deliver web content such as documents, images and more
- Deployment on Amazon Web Services (AWS) to ensure their solution is reliable, scalable and secure
- 24/7 Infrastructure monitoring and escalation

> "The InsiteCommerce Cloud solution from Insite Software is a robust B2B solution for companies like Jones Packaging who want a powerful out-of-the-box B2B eCommerce solution with minimum hosting worries. With this Insite Software solution, Jones Packaging's B2B researchers and buyers are able to self-serve whenever it is convenient for them, expanding Jones Packaging's outstanding customer service offering."
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> — **Steve Miller,** Partner at XCentium