



kuraray

CLIENT

Kuraray America

WEBSITE

www.kuraray.us.com

INDUSTRY

Manufacturing

SOLUTIONS

Insite Software

InsiteCommerce in the Cloud

INTEGRATIONS

Amazon Web Services

Kuraray America Establishes B2B eCommerce Presence

As a leader in the chemical manufacturing space, Kuraray America wanted to establish a digital B2B eCommerce channel, enabling their B2B customers to engage with Kuraray regardless of time of day. XCentium was chosen to implement InsiteCommerce 4.4, the SaaS offering from the veteran B2B eCommerce software company, Insite Software. InsiteCommerce delivers an intuitive user experience that enables B2B customers to digitally self-serve through their B2B eCommerce portal. Kuraray America engaged XCentium because of XCentium's experience in implementing B2B eCommerce solutions for manufacturers nationwide.

Kuraray Chooses Insite Software

Kuraray America, Inc. is a global leader in specialty chemical, fiber, resin, and film production. With top-of-the-line research and production facilities located in the United States and a vast network of supply from around the world, Kuraray leads the industry in specialty dental, fiber, resin, and elastomer products. Kuraray has office and production facilities in 28 countries across the globe, including sales offices across the Americas and eight production facilities located in the United States. Kuraray America is committed to developing new fields of business using pioneering technology that improves the environment and enhances the quality of life throughout the world.

The Insite Commerce platform enabled Kuraray to solve their B2B business complexities through their powerful eCommerce core. The out of the box, Insite SaaS software allows Kuraray to manage their business requirements with very few customizations. By choosing InsiteCommerce Cloud, Kuraray's solution will be updated with new features applied to the cloud environment, giving their team an up to date platform to expand with as their business grows.

XCentium built a solution for Kuraray America that features Design UI/UX, CMS and web page development, and data integration.

Project highlight features include:

- Product Catalog
- Searchable Category product list
- Customer specific pricing
- Customer Segmentation for Customer Catalog
- Personas to drive dynamic product recommendations

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InsiteCommerce Delivers Robust B2B eCommerce Out of the Box

Kuraray America's solution features several fundamental outcomes that will support their B2B business. In addition to providing excellent customer service, these outcomes will enable the Kuraray America team to streamline their internal processes, control costs, and provide a more efficient way to conduct business. These outcomes encompass:

- Easy to use, intuitive Content Management System (CMS) capabilities deliver a compelling customer experience
- Their new website is responsive across all devices
- Their new native mobile app helps customers engage digitally in any manner they choose
- Deployment on Amazon Web Services (AWS) ensures their solution is reliable, scalable and secure
- 24/7 Infrastructure monitoring and escalation

"Insite Software's SaaS solution is a terrific solution for companies like Kuraray America who want a robust out-of-the-box B2B eCommerce solution with minimum hosting worries. With Insite Commerce, Kuraray America's B2B community is able to self-serve whenever it is convenient for them, extending Kuraray America's exemplary cooperation with customers."

- Matt Glover, Vice President of Commerce at XCentium

