

## B2B eCommerce Solution Provides World Class Customer Experience

Due to a strong acquisition strategy, the rapid growth of MORSCO resulted in the need for a company-wide look and feel across the websites for all of their business units. MORSCO, a leading U.S. distributor in local contractor supplies, operates in 19 states with over 230 branches, and 2,500 associates. While websites existed for these business units, they varied greatly in design, features and functionality. The initial phase of MORSCO's new sites were to be created as content only brochure sites with the ultimate goal of becoming business-to-business (B2B) eCommerce solutions to support nationwide growth.

## Insite Software Chosen For Robust MORSCO B2B Solution

Our client needed an immediate live web presence for each business unit that would carry a similar structure and design throughout. Insite Software was selected for the platform across all of our client's sites for its ability to allow XCentium to first create a content-driven site, and then rapidly enhance it with eCommerce capabilities. It was also important to MORSCO's vision to build on a software platform with plenty of runway, enabling them to bring new business units online as they were ready.

XCentium began creating a template solution for all of MORSCO's unit websites. Keeping in mind that each unit had unique characteristics and features, XCentium relied on the ability of Insite Software to allow personalized customizations for each project, while maintaining the foundation of a fluid B2B eCommerce solution throughout all of them.

## Phase One of MORSCO Goes Live

Within a period of just over two months, three websites were launched for MORSCO, including:

- Farnsworth Wholesale Company
- Wholesale Specialties
- Morrison Supply

These web properties allowed for MORSCO to generate a new, unified web presence for all their business units while preparing to convert each to eCommerce solutions. As a result, all three websites provided a common look and feel to the MORSCO family, but included features to suit the needs of each individual regional business.

Thanks to Insite Software and proper planning, these sites served as a solution for MORSCO's immediate functional brand needs, while providing the solid foundation needed to build out MORSCO's vision for their ecommerce solution.



### CLIENT

MORSCO USA

### WEBSITE

[www.morsco.com](http://www.morsco.com)

### INDUSTRY

Distribution

### SOLUTIONS

Insite Software



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## SOLUTIONS

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## INTEGRATIONS

Insite Software

ERP System

Azure Cloud

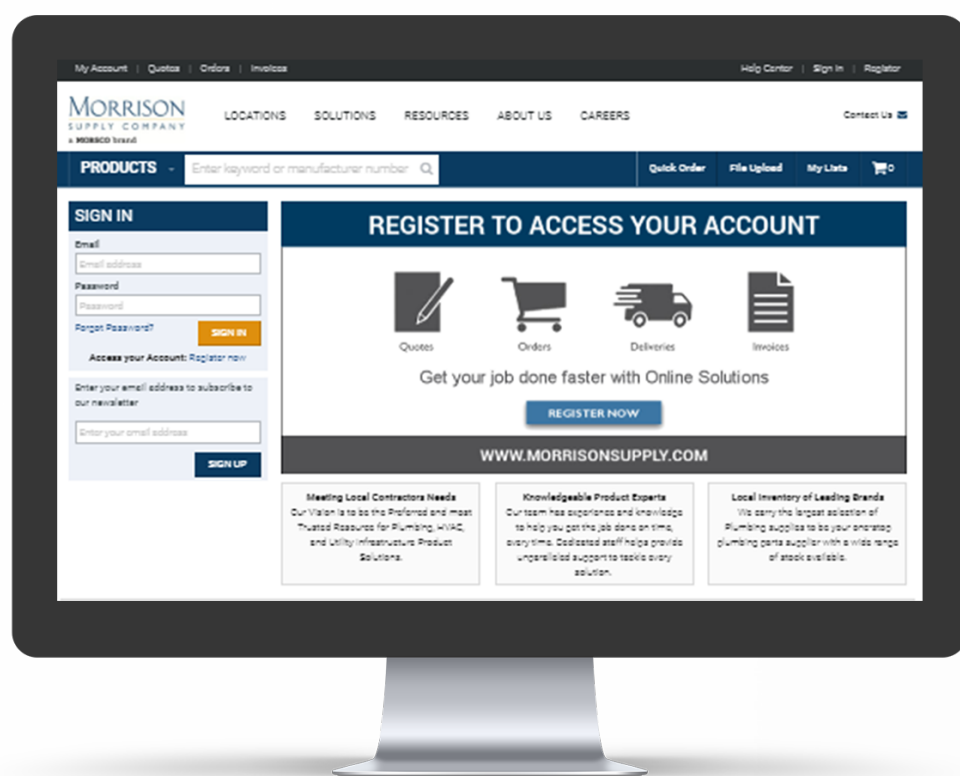
Custom Site Search

Customized Shopping Cart

Salesforce Marketing Cloud

Customer Contact

Business Processes



Insite Software's Content Management allows the client to add, remove or update site content seamlessly from any location. Its user interface advanced enables control with content editing and approval processes to better analyze the quality of content changes. In addition, Insite Software's Management Console administration tool allows for our client to better customize certain aspects of their websites with advanced application settings and tools.

One of the first MORSCO sites to launch, Morrison Supply, provides a sleek content-based website for its high volume of visitors to navigate through with ease. On any device, Morrison Supply's visitors can view the company's promotions, apply for employment, view high-definition videos of its showrooms, search through its branch locations, and enjoy the rest of its various features.

## B2B Customer Experience Is Table Stakes For Morsco USA

From the initial conversations with MORSCO USA, it was clear that delivering a best in industry, eCommerce customer experience was absolute table stakes for the MORSCO B2B marketing team. From the first conversations about the initiative, through today, XCentium and MORSCO worked closely to ensure the right delivery roadmap was in place, followed by sound execution and delivery.

Today, MORSCO USA, has expanded its digital presence to ensure their customers are able to find all their brands at every touchpoint a customer wishes to engage with them. This comprehensive commerce solution streamlined internal processes providing more bandwidth to better serve customers with deep product knowledge. Additionally, XCentium customized Insite Software's functionality with a commercial email solution giving customers authentication and email preferences capabilities, while internal emails keep the sales team aware of customer interactions and user needs.

"XCentium's business and technical acumen has allowed us to roll out our national brand strategy in exceptional time to market."

- Darren Taylor, Chief Marketing Officer, MORSCO USA

"Working with Morsco's ECommerce team, which is experienced in the ECommerce arena and motivated to get best results, has allowed us to employ Insite Commerce to get a market-leading B2B distribution solution. Morsco's commitment to a world class customer experience is evident throughout their site."

- Matt Glover, Vice President at XCentium