



In August of 2021, XCentium began its partnership with SupplyLand. Based on B2B principles, but incorporating modern B2C elements, SupplyLand would focus mainly on selling packaging, cleaning, safety and facility operation supplies while delivering a simple but engaging user experience for its customers.

XCentium was thrilled to start this journey with SupplyLand, helping bring their unique requirements of the website to fruition throughout development using the Optimizely B2B commerce platform. Some of our favorite elements of the site included delivering unique ways for customers to view the product catalog, integrating complex shipping logic from their warehouses directly to the website, and engaging customers on the website with promotions.

Diverse Product Views

Displaying many products on a single web page at one time is not always an easy task to perform. Optimizely B2B offers several views for a user to view multiple products at once, however, SupplyLand's products called for taking those views one step further. Many of the products on the site have similar, but slightly different attributes and it is useful for the website's users to be able to compare them quickly in a manner that makes sense for the specific product.

When there are hundreds of variations of one type of product, it may be easier for the user to view their options laid out in a table that has the varying elements in close proximity so they are easily comparable. On the other hand, products that only have a few options may warrant a dropdown or variant selector for the user to select from rather than duplicating product data several times through table rows.

XCentium's problem to solve was- how can we offer specific product listing views for certain products while providing standard out of the box product viewing for others? Not only do these product listings need to look different and be configurable based on specific product types, but they also need to be scalable to handle hundreds of variations on all different browsers and devices. Leveraging Opti B2B's entity properties and developing new dynamic product viewing widgets using react/redux with the Spire CMS, XCentium was able to solve the problem without heavily modifying the base product.

Bringing Warehouse Rules Online

A major challenge for SupplyLand was to ensure the shipping estimates on the site reflected as closely as possible the rates of their packages when they leave the warehouses, which is never simple when dealing with the order sizes of a B2B website.

CLIENT

SupplyLand

WEBSITE

www.supplyland.com

INDUSTRY

Industrial Supply

SOLUTIONS

Optimizely B2B Commerce
 Optimizely PIM
 FedEx LTL Connector
 HubSpot integration
 Microsoft Dynamix AX
 Avalara and Cert Capture

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Building a connector for their FedEx LTL service to Optimizely B2B and developing an algorithm that can virtually package a cart the same way as that order will eventually be packaged in the warehouse was an immense challenge. However, by implementing dimension and volume restrictions and allowing split shipments, we were able to make sure that an order ends up in the smallest, most economic, and most sensible packages directly on the website and the associated rate is provided to the user at checkout.

These enhancements provide SupplyLand the ability to offer more precise shipping rate estimates for orders to the customer directly online, so they don't have to wait and be surprised by shipping rates after their order is packaged.

Focusing On The Customer

One of the greatest struggles for any website is engaging the customer, especially on a B2B centric website. SupplyLand offers promotions to their site visitors in a visually appealing way that a customer is unlikely to experience in any of their other sales channels. For example, customers can receive free products by meeting minimum order total thresholds. Not only are these products displayed in their own category of “free swag”, but several hints and progress bars are placed around the site to notify the user of how close they are to earning their free products! Providing exciting, interactive incentives to their users on the website keeps their customers engaged, promoting increased average order value and retention at the same time.

Conclusion

SupplyLand is full of exciting integrations and unique processes that help customers buy products online in an efficient and engaging manner. There are many other features the site holds that we would be happy to discuss, including the following:

- Address validation using FedEx
- Shipping rate adjustments based on geographic regions
- HubSpot integration
- Optimizely PIM integration
- Microsoft Dynamix AX integration
- Avalara and Cert Capture integration

Xcentium has been an excellent integration partner in helping us bring SupplyLand to market on Optimizely’s B2B Commerce software platform. The team is knowledgeable, experienced and passionate about their work. In particular, the development team was consistently able to understand our unique requirements and vision and bring it to life through well thought out solutions and customizations.

– **Jeff King, SupplyLand Director of eCommerce**