



# Case study

**John R. White:**  
Breaking the Mold of B2B Food  
and Beverage

*Industry: Food and beverage*

*ERP: Dynamics GP*

**k·ecommerce.**  
powered by mdm commerce



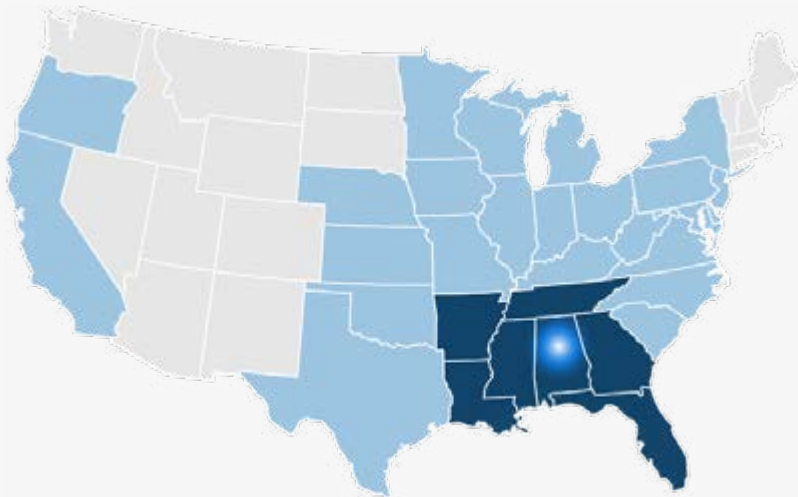


Back in the 1930s, John R. White was a prominent food broker in the southern United States. One of his customers, Mr. L.Q. Patton, became a friend over the years, and eventually a business partner.

When Mr. White retired in 1947, the Patton family bought and officially incorporated the business. In those first decades, the business distributed mainly dairy products and baking ingredients.

Today, L.Q.'s son Donny Patton helms the company, which has grown and changed tremendously over the years. They now offer more than 800 ingredients in a full range of food and beverage manufacturing distribution, including organic and all-natural products.

Additionally, John R. White has expanded their geographic footprint to serve the greater U.S. in a wide variety of industries ranging from large meat processors to ice cream producers and everything in between.



# The Challenge

John R. White has always been an innovator in the B2B food and beverage industry, and that was their goal with ecommerce when they decided to launch an online channel.


They wanted to offer their customers a convenient, modern way to do business with them online. In particular, they wanted their site to have a look and feel tailor-made for their industry and their brand, right down to the navigation.

But they were also looking for a way to lower their costs and save the company time. In particular, they wanted to reduce or eliminate non-value activities like repetitive manual data entry.

And given their high volume of B2B orders, it was critical to choose a solution that could guarantee performance, scalability, and security for their customer and business data.

## Challenges

1. Foster deep customer loyalty with a tailor-made user experience
2. Eliminate manual order and data entry
3. High performance, scalability and security



*“ We didn’t want the typical web store layout. We wanted more of a product listing, with standard order quantities and customer-specific pricing, where they could quickly key in and submit their order. ”*

**David Harris,**  
President, John R. White



## The Turning Point

Everything changed when John R. White's ERP provider, ACE Microtechnology, Inc., introduced them to k-e-commerce.

ACE Microtechnology is a professional services firm committed to delivering Dynamics GP, Dynamics 365 Business Central (ERP) and Dynamics 365 CRM business solutions to small and mid-sized organizations. They focus on delivering products and services that improve their clients' operations, specializing in the lite manufacturing, distribution and hospitality industries.

Rather than just building technology or implementing software, ACE delivers real business value through industry knowledge and by understanding each client's operational model. Which is why they knew k-e-commerce would be the perfect fit for a B2B food and beverage company like John R. White.





Customized self-service B2B user experience

Native integration to Dynamics GP

High-performance private cloud hosting

PCI Level One Certification

# The Solution

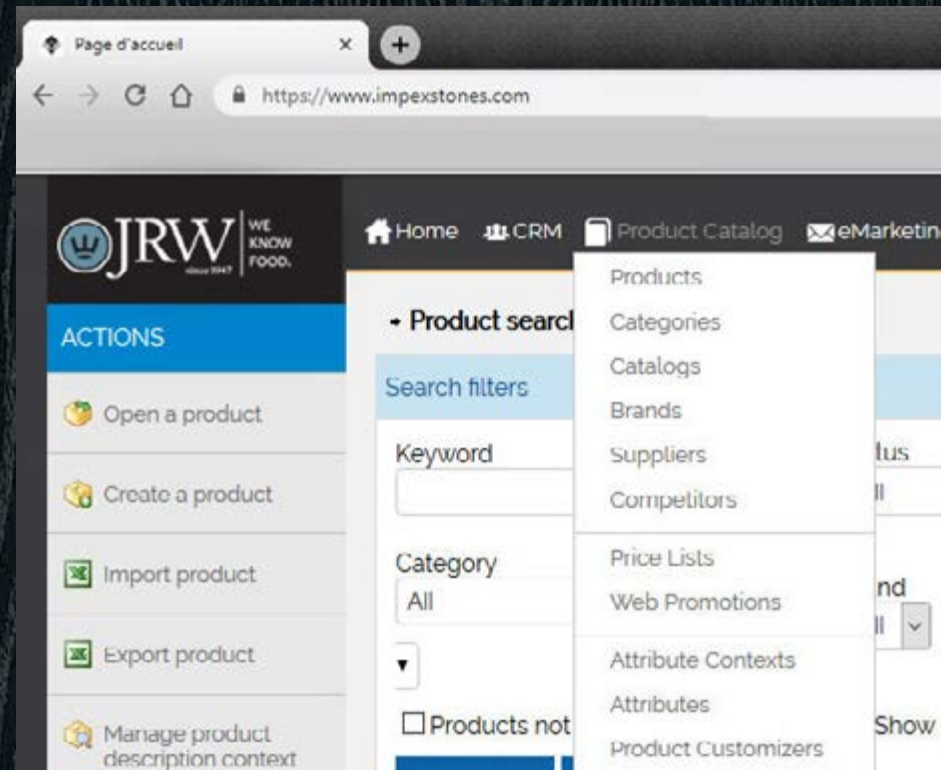
The k-commerce solution is designed and built for B2B businesses, with the best features and practices of the B2C customer experience adapted for B2B. This made it a natural fit for John R. White right out of the box, allowing them to define customer-specific product listings and pricing, over and above self-service ordering and account management.

k-commerce's design team worked closely with John R. White to develop a custom design reflecting the company's vision, which included a quick-order template and other features to enhance their customers' shopping experience.

Native integration to John R. White's Microsoft Dynamics GP ERP virtually automated order processing, invoicing, and routine data management like inventory and pricing updates.

“*The most valuable benefits are the significant time saved by both our customers and our employees... orders seamlessly flow into our orders queue.*”

**David Harris,**  
President, John R. White



And John R. White's new web store also enjoyed the speed, power and scalability of k-e-commerce's high-performance private cloud hosting. This guarantees that their business would benefit from maximum possible uptime and have no infrastructural bottlenecks as it grows.

They also have the peace of mind that comes from annual PCI Level One Certification, which k-e-commerce undertakes every year to guarantee data security.





Overwhelming positive customer response and site adoption

Manual data entry eliminated, saving time and money

Year 1 customer acquisition targets surpassed

## The Results

John R. White's customers love the new site, frequently sending the team compliments on how much they enjoy using it and how they wouldn't change a thing.

Their Dynamics GP-integrated k-commerce web store has eliminated manual order entry and data management, resulting in lowered costs and more efficient order fulfillment. Self-service ordering and account management further reduces service calls to company support for even greater efficiency.

The company set out with the goal of acquiring at least 60 new ecommerce customers in the first year, and finished out the year with 70.

But John R. White is just getting started on their ecommerce journey, and are already planning the next phase of their web store's development with even more new features and benefits for their B2B customers.

*“ We are extremely happy with the platform and believe that it differentiates us in our marketplace. ”*

**David Harris,**  
President, John R. White