

Case study

Toolway:

B2B tools and hardware

Industry:

Accessories for home and garden industry

ERP:

SAP Business One

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



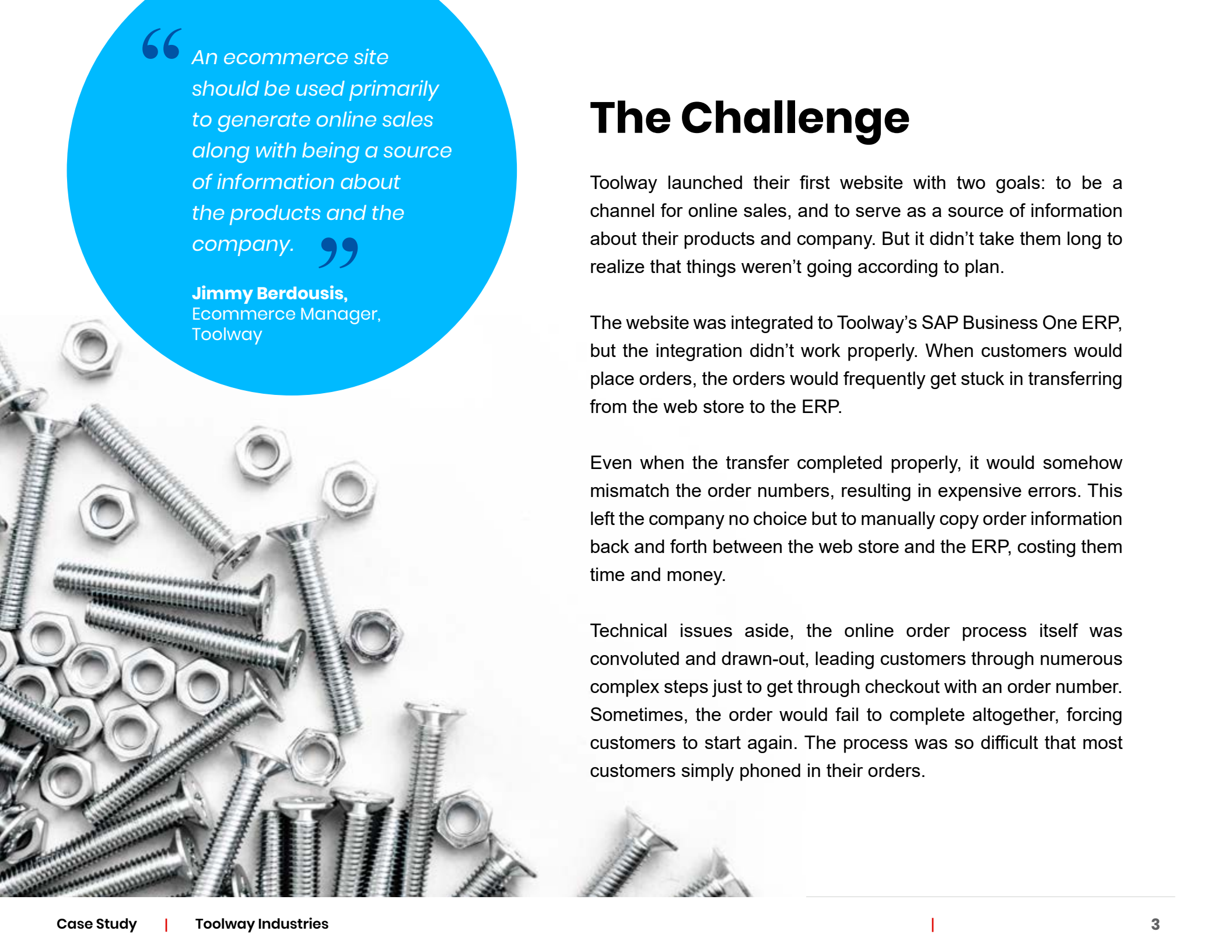
Asher Peres founded Toolway Industries more than 25 years ago as a hardware distributor serving local retailers. Today, the company has grown into a proudly Canadian owned and operated B2B supplier of hardware, tools, and accessories for the home and garden industry.

In addition to reselling leading global brands, Toolway develops and sells their own brands in most major home improvement categories. From builder's tools to plumbing supplies, electrical and lighting equipment, and even automotive parts. Toolway's mission is to be the "one-stop shop" for their partners in retail and wholesale.

Toolway's B2B partner relationships have been the key to their sustained growth over the years. To meet their partners' needs and rise to the challenges of a changing industry, the company has been committed from day 1 to staying current with market trends and beating the competitive curve.

So with the rise of B2B ecommerce, it was clear that the web would be the next stage of Toolway's evolution.





“ An ecommerce site should be used primarily to generate online sales along with being a source of information about the products and the company. ”

Jimmy Berdousis,
Ecommerce Manager,
Toolway

The Challenge

Toolway launched their first website with two goals: to be a channel for online sales, and to serve as a source of information about their products and company. But it didn't take them long to realize that things weren't going according to plan.

The website was integrated to Toolway's SAP Business One ERP, but the integration didn't work properly. When customers would place orders, the orders would frequently get stuck in transferring from the web store to the ERP.

Even when the transfer completed properly, it would somehow mismatch the order numbers, resulting in expensive errors. This left the company no choice but to manually copy order information back and forth between the web store and the ERP, costing them time and money.

Technical issues aside, the online order process itself was convoluted and drawn-out, leading customers through numerous complex steps just to get through checkout with an order number. Sometimes, the order would fail to complete altogether, forcing customers to start again. The process was so difficult that most customers simply phoned in their orders.

From the standpoint of providing product and company information, the website wasn't meeting Toolway's needs. The product listing was extremely limited, offering almost none of the critical product data customers needed to make their purchasing decisions.

Worse, Toolway had virtually no ability to improve the site themselves. Making even routine updates to the website required a great deal of technical knowledge. The team was nearly always forced to get third-party support just to make updates, and this support became harder and harder to find as time went on.

Challenges

- Broken integration: duplicate entry and errors
- Complicated order process
- Limited product listing
- Difficult-to-update site

“ Our old system became outdated. It was cumbersome from a user perspective and lacked support when issues arose. ”

Jimmy Berdousis,
Ecommerce Manager,
Toolway



Native
integration to
SAP

The Solution

By the time Toolway came to k-commerce, upgrading their website was a top priority.

First, k-commerce built Toolway a full-featured B2B web sales portal with native integration to SAP Business One. The k-commerce integration technology communicates directly with Toolway's ERP to exchange order and invoice information in real time, along with inventory, price, customer data and more.

This saves the company the time and cost of copying everything manually, and eliminates the errors associated with manual entry as well as the broken SAP integration they were using previously.

The next step was replacing that complex, outdated checkout process. k-commerce furnished Toolway's new website with a simple, streamlined, single-page checkout that lets customers complete their orders with just a few clicks.

Toolway's product catalog needed an overhaul, too. The k-commerce team furnished Toolway with a dynamic multimedia product catalog that lets them build out detailed product records with descriptions, specs, zoomable full-color images and video.

One-page
checkout

Multimedia
product catalog

User-friendly
Content
Management
System

“ With the integration to SAP we save a lot of time and money, even while we have more customers using the site. ”

Jimmy Berdousis,
Ecommerce Manager,
Toolway

Not only that, Toolway's customers can leave ratings and reviews, offering even more value to their clients as well as helping the company's SEO.

k-commerce's built-in Contact Management System (CMS) lets them improve their SEO even further thanks to the built-in SEO tools and user-friendly self-publication features. The CMS was designed with non-technical users in mind, making it easy to publish website updates with just a few clicks, even with no knowledge of coding whatsoever.

The Results

Toolway's k-e-commerce web store launched in August 2019. Native integration to SAP Business One ERP means no more duplicate order entry or manual inventory management for the team. k-e-commerce's industry-leading ERP integration technology ensures that every order number transfers properly between the web store and SAP Business One.

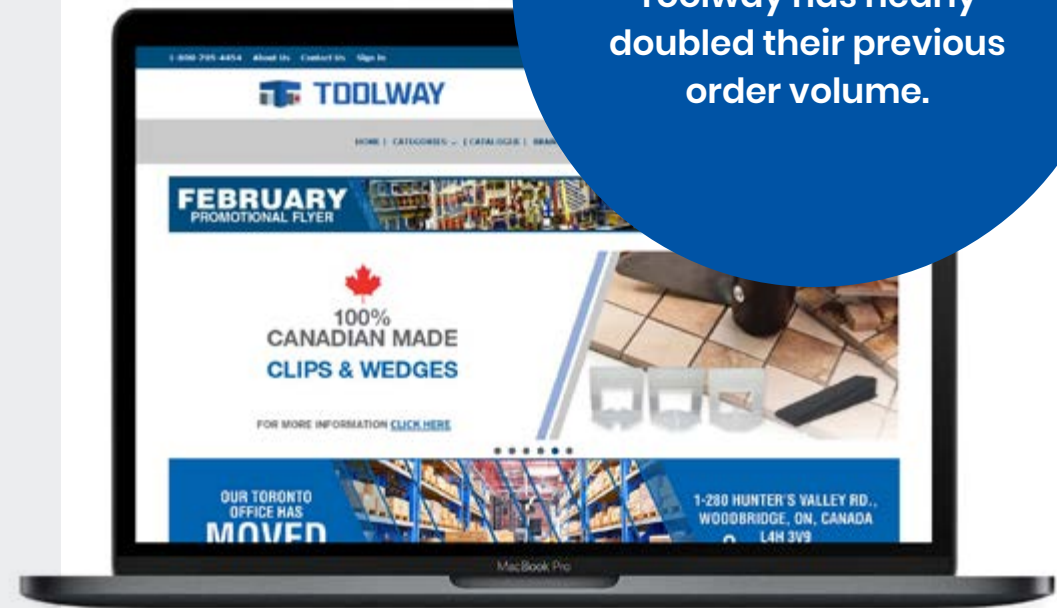
The simplified one-page checkout has resulted in more and more customers using Toolway's website to place their orders. No more failed orders: Toolway's customers just have to click and pay. The rich multimedia product catalog gives clients all the information they need to choose the right products.

The ecommerce site's back-end and Content Management System are easy for the team to use and understand, even without a lot of technical knowledge. Toolway has also used the built-in marketing tools like personalized coupons to drive even more growth online.

Results

- More customers are using the site
- Robust product listing with images and video
- Site is easy to configure and update
- Double previous order volume since August 2019

Since launching their new B2B sales platform, Toolway has nearly doubled their previous order volume.





Ready to discuss your project?

Discuss your ecommerce project with one of our experts.

[Book a call today >](#)

Learn more about ERP-integrated ecommerce

Join our weekly 20 minutes demo and learn more about our cloud-based platform

[Join a demo >](#)