



Igniting **Growth** With
Magento and **P21**
Integration

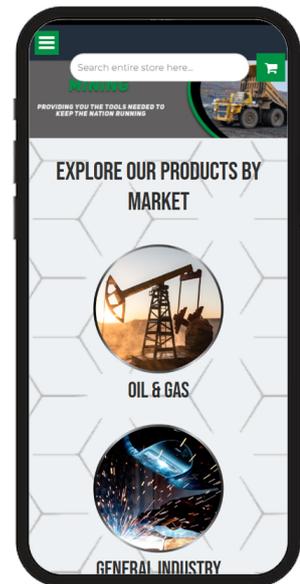
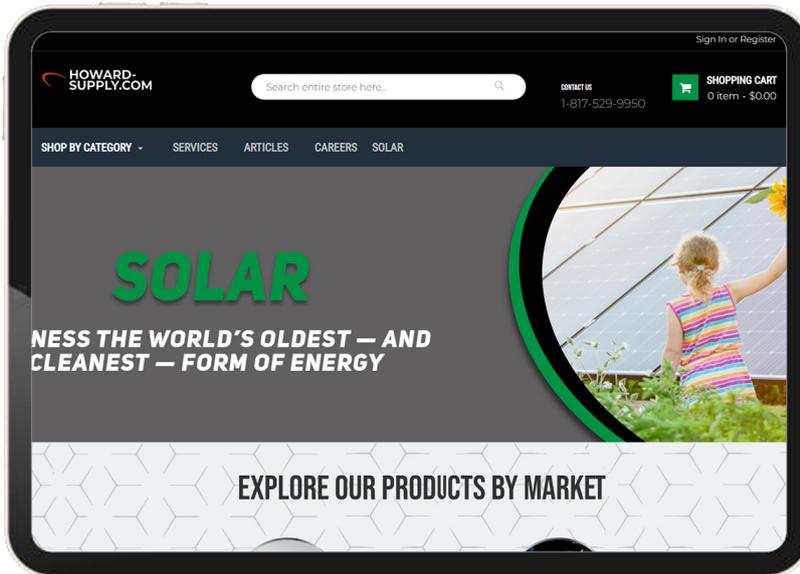
CASE STUDY

ABOUT HOWARD SUPPLY

Howard Supply provides its customers with the best combination of products, services, and value available. HSC offers a complete line-up of products and services to the **Oilfield**, **Mining**, and Industrial Markets from over 20 stores and repair centers. They stock over 90,000 items throughout their locations. With their **80-year history**, they have developed a heritage and culture of excellence and service.



www.howard-supply.com



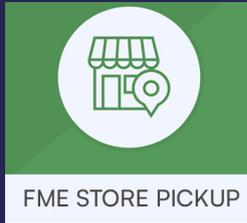
Services Provided

- UI and UX Implementation
- Magento 2 Implementation
- Epicor P21 Integration

Platform



Integrations



- Market Theme



Challenges Faced

Outdated Online Presence

The existing platform was outdated and lacked the modern features needed to offer a seamless B2B ecommerce experience.

Limited eCommerce Functionality

The old system couldn't manage their large product catalog with dynamic pricing and complex inventory needs, leading to inefficiencies in product management.

Integration Challenges

The company required seamless integration with their existing Epicor P21 ERP system for consistent product information, inventory, and order management.

Lack of Advanced User Features

The website lacked essential features such as quick order functionality, personalized recommendations, and easy navigation, limiting customer engagement.

SEO and Migration Concerns

Maintaining SEO rankings and organic traffic during the platform migration from Magento 1 to Magento 2 was a major challenge.

Customization and Scalability

They needed a platform that could scale with their business, offering flexible features like custom registrations, dynamic shipping options, and advanced payment methods.

Security and Compliance

Ensuring strong security and compliance for B2B transactions, including fraud prevention and secure payments, was crucial for Howard Supply.



Solutions Offered

Magento 2 Implementation

Klizer implemented Magento 2 Commerce to provide a modern, flexible eCommerce platform that enhanced the customer experience with a user-friendly interface and advanced functionality.

Epicor P21 Integration

Seamless integration with Epicor P21 was achieved, ensuring smooth synchronization of product data, inventory management, pricing, and order processing across both systems.

Custom Features for Enhanced User Experience

Klizer developed several custom features, including dynamic pricing, quick order functionality, and personalized product recommendations to improve customer engagement and streamline the ordering process.

Responsive Design and UX/UI Improvements

A market-themed, visually appealing design was implemented, focusing on easy navigation, clear product information, and a streamlined checkout process, ensuring a seamless user journey.

SEO Optimization During Migration

Klizer ensured SEO best practices were followed during the transition, including maintaining old URLs, updating internal links, and preserving meta titles and descriptions to retain SEO rankings and organic traffic.

Scalable and Customizable Platform

The new Magento 2 platform was highly customizable, allowing for future scalability. Features such as dynamic inventory, multi-warehouse handling, custom registration for ERP customers, and flexible payment options were added to meet specific business needs.

Enhanced Security and Compliance

Security features like Google reCAPTCHA and secure payment gateways were implemented to ensure safe transactions and protect customer data.

Impact



Enhanced Customer Engagement



Improved User Experience



Increased Operational Efficiency



SEO Retention



Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.

Schedule a consultation call today

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