Klizer
by DCKAP

Midland Scientific INC.

Magento 2 Implementation **+ P21 ERP** Integration for **Growth** Acceleration.

CASE STUDY

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ABOUT MIDLAND SCIENTIFIC

Midland Scientific Inc. is a woman-owned distributor of laboratory products. They offer chemicals, lab equipment, glassware, plasticware, reagents, and more. They mainly serve the agriculture, education, food, industrial, and research markets, with a sales team that covers the entire United States.

www.midlandsci.com

Services Provided

- P21 Integration with DCKAP Integrator
- UI and UX Enhancements
- PIM Integration with Akeneo

Platform

Magento 2 Commerce

Challenges Faced

Outdated Platform
Midland Scientific was using a B2B ecommerce platform that was not meeting their needs. The platform only served about 20% of their users online, and the product search function was complex for users to find products with specific attributes.

Inefficient Search Functionality
Users struggled with finding products quickly due to an inefficient search feature. Despite many customizations over the years, the search function lacked the accuracy and speed needed to meet customer expectations.

Limited Data Integration Options
The previous platform had limited code customization options, which hindered Midland Scientific's ability to integrate data seamlessly. This posed a barrier to implementing important business growth strategies and improving operational efficiency.

Slow Performance
The site was not fast enough, affecting the overall user experience. Customers were facing delays and issues that impacted their ability to navigate and place orders efficiently.

Inventory Management Challenges
With over 400K products, managing such a vast inventory and ensuring accurate listings and updates on the website proved to be a significant challenge. The existing system didn't support smooth synchronization between product data and the ecommerce platform.

Limited B2B Features
The B2B platform lacked advanced features like company structure management, quick order placing, and multiple checkout processes, which are critical for Midland Scientific's business model and customer base.

Integration Challenges
Midland Scientific needed robust integrations with their existing systems, like Epicor P21, to streamline operations. The lack of integration features in their old platform made it difficult to sync data efficiently and manage product information across systems.

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Solutions Offered

Magento 2 Implementation
The platform was upgraded from the previous B2B ecommerce system to Magento 2. It provided enhanced scalability, faster performance, and a modern ecommerce infrastructure tailored to meet the needs of Midland Scientific's B2B customers.

Customized Search Functionality
ElasticSearch and the ElasticSuite extension were implemented to create a custom search that helps users find products by attributes such as Product Name, Category, Keywords, Product Attributes, and Customer Part Number. This improved search accuracy and speed, enhancing the user experience.

Improved User Experience
The website's user interface was redesigned to provide seamless navigation and better usability. New features, such as easy-to-access customer account management and invoice tracking, were introduced to offer a more convenient shopping experience. Optimized website performance resulted in faster load times and smoother navigation for all users.

Advanced B2B Features
Magento 2's built-in B2B features, such as Company Structure, Quick Order Placing, Multiple Checkout Processes, and Account Management, were customized to meet the unique requirements of Midland Scientific's B2B customers. This streamlined their purchasing processes and improved overall efficiency.

Custom Tax Exemption and Item Restrictions
A tax exemption feature was introduced, allowing eligible customers to upload tax documents. The "Request to Buy" button was implemented for hazardous items, notifying administrators for approval before a purchase could be completed, ensuring regulatory compliance.

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PIM Integration for Efficient Product Management
The Akeneo PIM was integrated with Magento 2 using the PIMgento extension, ensuring smooth synchronization of product data. Parent and Child products were efficiently managed, with daily synchronization to keep the product catalog up to date. This streamlined product management and improved inventory accuracy.

Scheduled Orders and Shopping Lists
Scheduled Orders were added to allow customers to set a future date for their purchases and select their desired shipping address. The Shopping List feature enabled customers to manage multiple lists, making it easier to add, delete, and quickly reorder products.

Sales Reps and Customer Support Reps Integration
Sales and customer support representatives were given logins to manage specific customer accounts and place orders on their behalf, providing an additional level of service and improving customer satisfaction.

Seamless Brand and Category Management
Brands and product categories were easily managed and integrated into Magento 2, allowing Midland Scientific to efficiently handle their extensive product catalog. Cron Jobs were set up to sync brand information from Akeneo to Magento 2, ensuring timely updates and accurate data.

Impact

Improved Website Performance and User Experience

Enhanced Search Functionality

Better Data Integration and Synchronization

Streamlined B2B Ordering Process

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Driving Digital Growth for
Manufacturers & Distributors

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