SupplyitAll®
PROUDLY PART OF BRADYPLUS

Adopting **DDI EComm**
Pro Core Functionalities
For A Better
Visual Enhancement.

CASE STUDY

ABOUT SOUTH JERSEY PAPERS

South Jersey Papers is a leading distributor of food service disposables, parts, and equipment. They provide a wide range of products to businesses in the food service industry, helping them with supplies and equipment needs. Their focus is on offering quality products and excellent customer service.

www.supplyitall.com

Services Provided ⚙

- UI and UX revamp
- Website Performance Improvement
- Real-time integration of the DDI website and DDI Inform

Platform & Integration

Magento™
Commerce

```
320    if is_x64os() and access_type
321        write_value(key_hive,
322        write_value(key_hive,
323        return
324
325    registry_key = None
326    WOW64_flags = WOW64_MAP[access_type]
327    try:
328        key_hive_value = HIVES_MAP
329        if isinstance(value_type,
330        value_type = TYPES_MAP[value_type]
331    registry_key = winreg.Open
332    winreg.SetValueEx(registry_key
333    winreg.CloseKey(registry_key)
334    return True
```

Challenges Faced

Website Usability

South Jersey Papers struggled with their current website that was not user-friendly. The checkout flow and customer registration processes were complicated, which caused friction in the user experience. They needed an intuitive design to **enhance usability** and improve conversion rates.

Site Performance

The website was slow, which hindered growth and led to lower traffic despite high sales across other channels. **Speed improvements** were essential to enhance user engagement and site performance.

Product Search

The search bar was not intuitive, which made it difficult for customers to find products that met their needs. They needed a better search solution to help customers **navigate the website** more efficiently.

Transaction Synchronization

One of the major issues was **syncing transactions** between the website and Inform ERP system. This created inefficiencies in the process, and they needed a seamless integration to improve operations.

Product Content Management

Managing a **large inventory** of **150k SKUs** was challenging, especially when updates were needed. They required a system that could efficiently handle such a vast catalog and ensure product information stayed up-to-date.

Solutions Offered

Website Usability Improvements:
Klizer revamped the user experience by implementing a custom design using the Porto theme for Magento. The focus was on improving website responsiveness, ensuring that customers could easily navigate and complete purchases on both mobile and desktop devices.

Enhanced Search Functionality:
To improve the search experience, Klizer's team introduced a dual search system and a refined search process tailored to different product categories. This allowed customers to easily find the products that met their needs and improved overall satisfaction.

Improved Site Performance: The team addressed the slow performance issue by optimizing the site's infrastructure. This improvement resulted in a faster, more reliable user experience, supporting higher traffic and fostering business growth.

ERP Integration with DDI Inform: Klizer integrated the DDI eComm Pro solution with the Inform ERP system, which enabled real-time syncing of customer, order, and inventory data between the website and the ERP system. This integration streamlined operations and made processes more efficient and automated.

Product Content Management: To manage the vast inventory of 150k SKUs, the team improved the product management system, which made it easier to update product information and ensured that the website maintained accurate and up-to-date listings.

Customer Email Synchronization: The team synchronized customer emails, orders, and inventory data between Magento and DDI Inform. This integration helped ensure that all customer-related information was up-to-date and improved operational efficiency.

Custom Search and Checkout System:
Klizer's team focused on enhancing the checkout and registration processes, which made them more user-friendly and tightly integrated with the DDI Inform ERP system. This streamlined the purchasing process, reduced friction for customers, and helped increase conversion rates.

Impact

Improved User Experience

Enhanced Search Functionality

Streamlined Operations with ERP Integration

Efficient Product Management

Klizer
by DCKAP

Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.
Schedule a consultation call today

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