

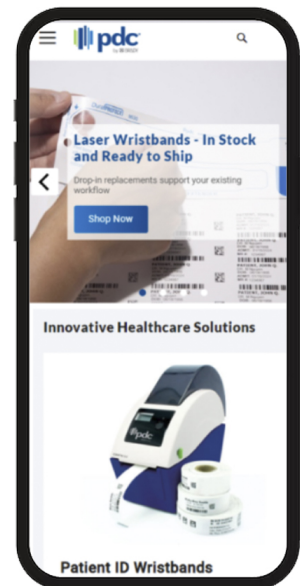
Driving Revenue  
Using Magento.

CASE STUDY

# ABOUT PDC

A Brand New Vision Built on Service, Quality, & Innovation, [PDC Healthcare](#) is a prominent [global healthcare](#) solution provider. Their previous web implementation had severe issues concerning the business logic behind their [B2B](#) order processing. In an effort to resolve these issues, as well as revamp their web presence, we migrated the existing application to [Magento](#), as well as provided a fresh layer of design and UX.

We helped PDC leverage the power of [Magento](#) Enterprise to handle many of the technical and logistical challenges PDC faced ensuring a better long-term solution over the previous application.



## Services Provided

- Magento implementation





## ERP Integration | Magento Oracle Integration

Real-time, data synchronization between **Magento** Enterprise-powered eCommerce store and **Oracle R12-backed ERP** has helped PDC to deal with the complications in handling a whole lot of information. Using WSDL and Cron Jobs, real-time synchronization of orders, pricing, and freight details and a scheduled synchronization of information regarding products, customers, general pricing, etc., have been achieved. With this integration, PDC is now able to address the **B2B** clients better — thanks to helpful features such as customer-specific pricing, special catalogs, and lot more.

## Site Search Optimization

PDC's previous search implementation suffered from many **UX** chokepoints. Many of the results were inaccurate or inconsistent, and the interface was simply hard to read & use. By cleaning up the product and category attributes, as well as refining the interface styles, the search is now more prominent and **user-friendly**.

## Design & UX | Streamlined Navigation & Category Structure

Though often overlooked, perhaps one of the most important elements of any website is the navigation. Ensuring that menu items are intuitive, organized, and create a logical taxonomy is paramount to maintaining an optimized interface. Otherwise, users are prone to become frustrated and simply leave the site without finding what they are looking for. In addition to reorganizing the category structure, we created a visual hierarchy within the navigation that helped PDC leverage the power of **Magento** Enterprise to handle many of the technical and logistical challenges PDC faced ensuring a better long-term solution over the previous application.



## Solutions Offered

### **Multiple User Accounts**

Multiple user accounts within the same B2B customer group.

### **B2B Promotions & Coupons**

Unique features and promotions for B2B customers.

### **One-Click Checkout**

Quick ordering facilities for users by enabling one click process.

### **ERP Integration & Automation**

Automated the synchronization process between e Commerce application and their ERP systems.

### **Customized Shipping Options**

Using of same shipping address, among different users of an institution during checkout.

### **Quick Re-Order**

Re-ordering of the previous orders are easy.

### **Customised Pricing**

Fetching of product price based on each business accounts.

### **Customer Specific Products**

To fetch customer specific products of their ERP accounts.

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