

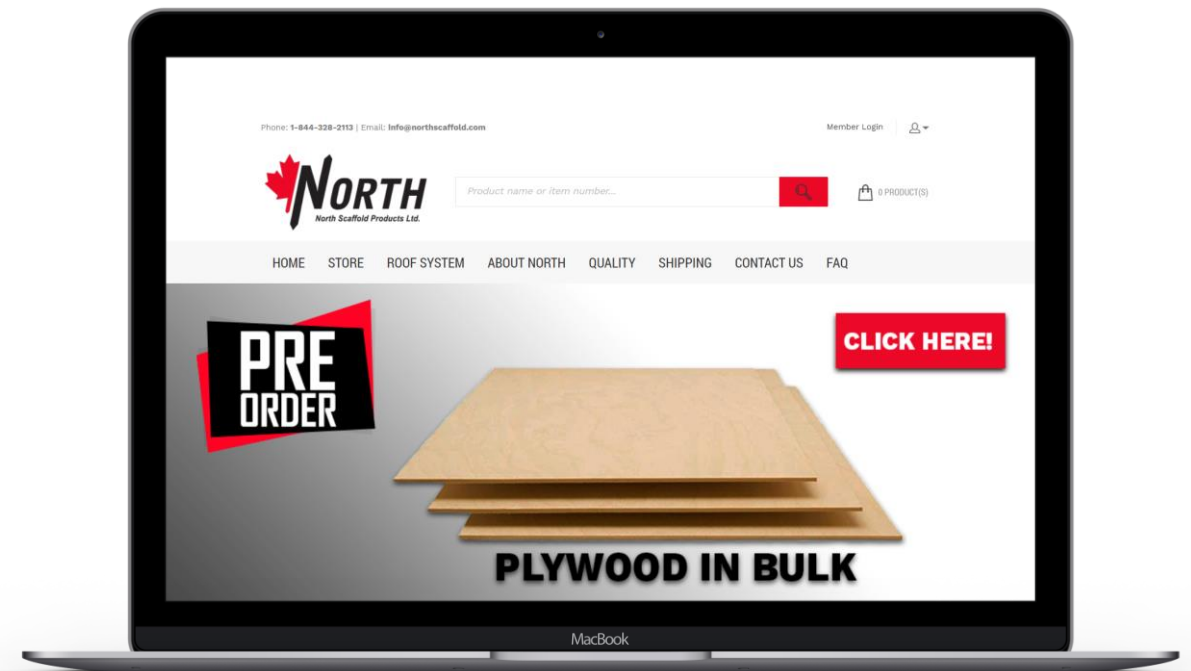
Nominee

# North Scaffold Products Ltd.

North Scaffold Products Ltd. is a world-class manufacturer of scaffold products with interchangeable parts in North America.

Their web store went live on July 1, 2020, and since then they have achieved impressive results:

- **Website traffic has increased** from 100 users per month to over 700 users per month.
- Internal processes improved, allowing large orders to go through smoothly.
- They received **more online orders**, including more orders from smaller customers.
- The **entire product catalog is now available online**, meaning customers can view products anytime, anywhere, which has greatly improved customer satisfaction.
- **Users to the site now visit via both desktop (48%) and mobile (48%)**, which can be attributed to the site's new mobile responsiveness and improved UI/UX.





Nominee

## Promelek XXI

Promelek XXI is one of the most important players in the global market for electrical installations and equipment. Promelek XXI just launched its web store in February 2021, and they are already seeing big results:

- 15% of all orders are online orders from the new web store
- Incoming phone calls, especially ones regarding pricing or inventory, have decreased by 70%
- More than 260 shop accounts have been created, 1/3 of which are already actively ordering

**Over 13,000 products have been added to the store**, adding up to a grand total of 37,000 products available online, 80% of which include product images. Promelek XXI's new web store has also **reduced the workload of the sales team** because customers can easily access all the information they need straight from the web store.

Nominee

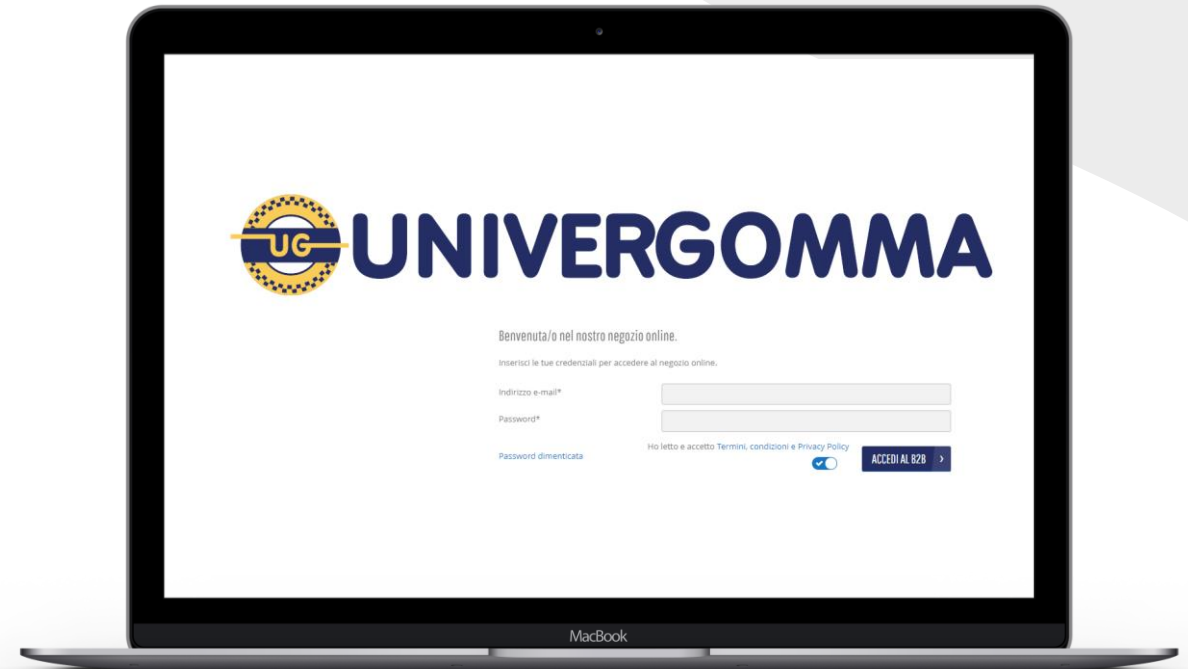
# Univergomma

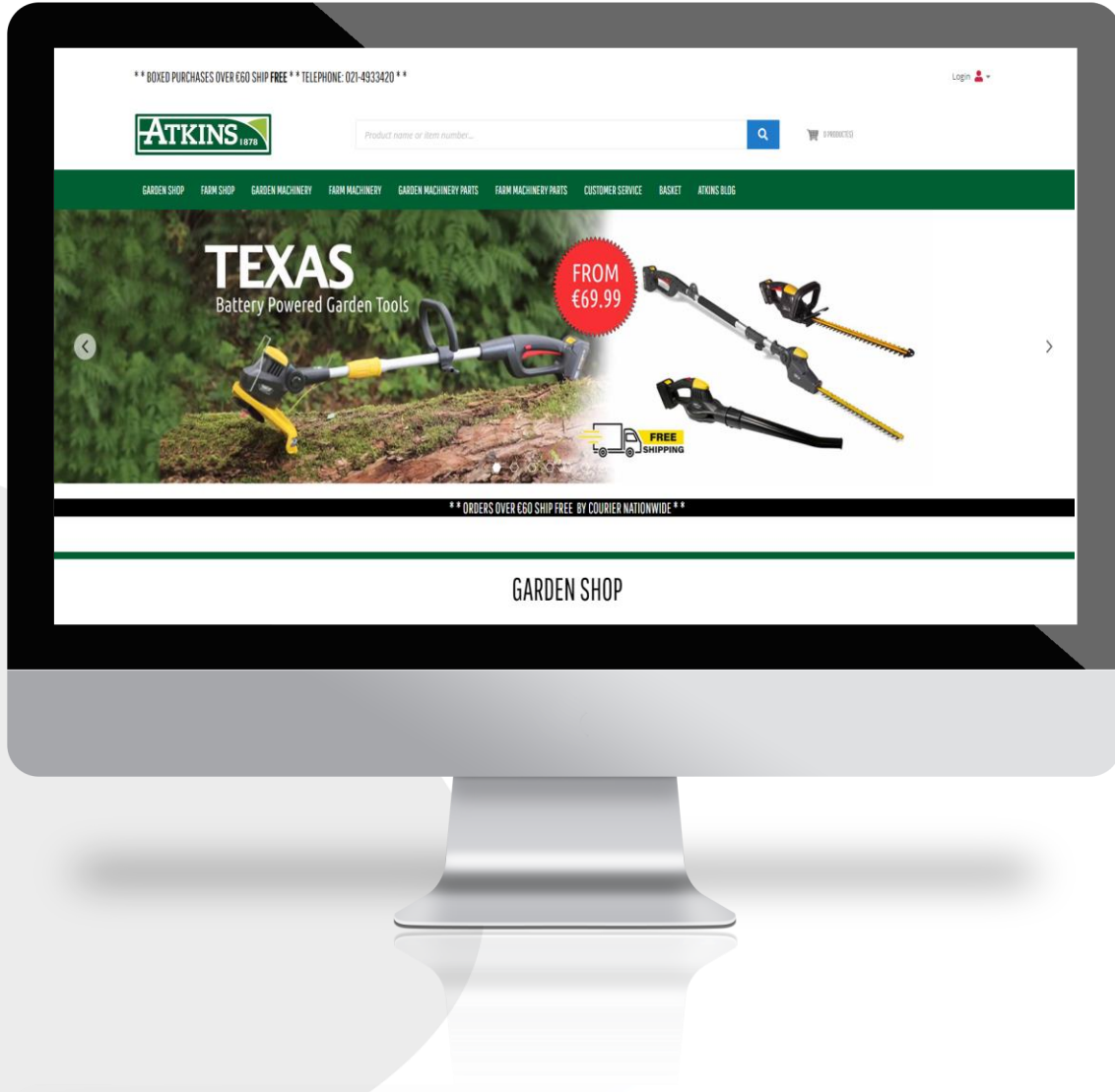
Univergomma is a tire distributor based out of Italy. They launched their new Sana Commerce Cloud web store for B2B customers on June 10. By July 14<sup>th</sup>, 5,000 customers had already migrated off the old platform and onto the new one, with the remaining 15,000 Univergomma customers to follow shortly after.

The new web store has simplified internal processes for two of Univergomma's teams:

- Customer support: The new system has **reduced the customer support team's workload** while also giving them more accurate and detailed information.
- Sales: Univergomma's **150 sales agents** now **have a centralized hub** for order entry, customer accounting, reporting and statistics.

Currently, they receive **over 1,000 orders per day** with nearly **no order errors**. They expect to reach 10,000 logins and 3,000 orders per day in September 2021. Overall, the users have a high level of satisfaction with their fresh web store!





Nominee

# Atkins Farm & Garden Machinery

Atkins is Ireland's leading farm and garden machinery supplier with quality products from well-known brands such as Kubota, Honda and Husqvarna.

Despite the pandemic, they have experienced tremendous growth with their online store. **Around 50% of their parts orders are now completed online.** This has freed Atkins' team up to invest in sourcing, pursue new opportunities and focus on marketing.

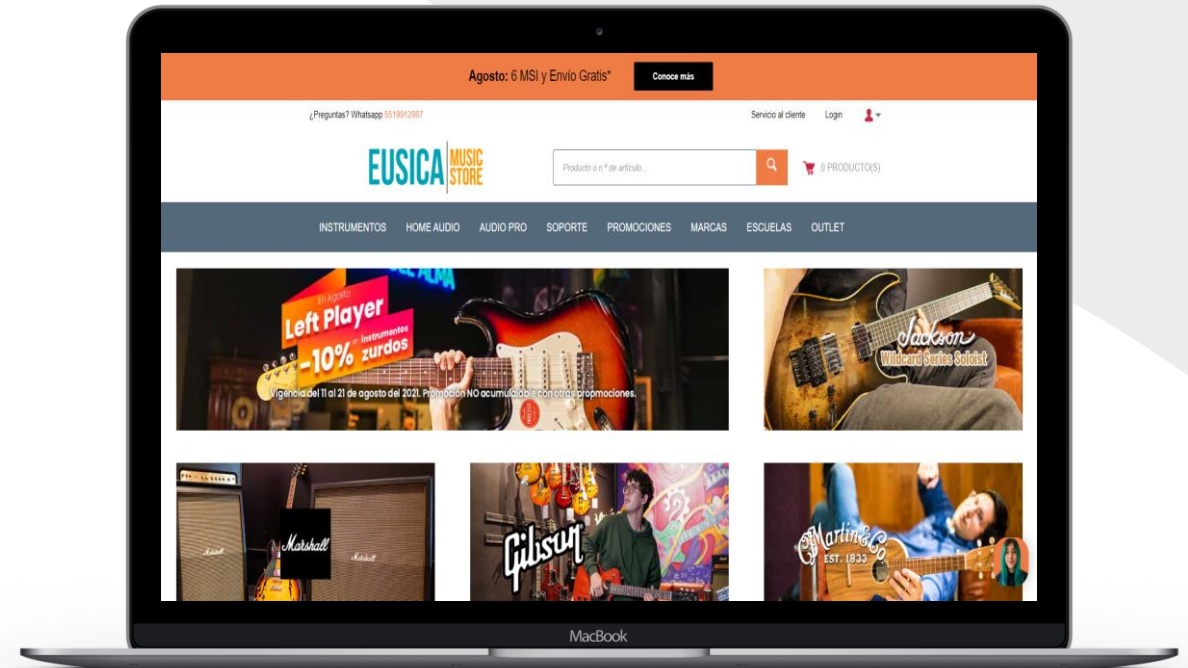
- ✓ Saw **substantial growth** without having to hire additional resources
- ✓ Significantly **improved web store adoption** by including accurate product photographs, descriptions and by creating product sets
- ✓ Saw a **steady increase in overall order value, number of orders and B2B order values**
- ✓ Created a new web store section, Popular Parts, for specific high-demand products and categories, improving **customer experience**

Nominee

# Eusica (Representaciones de Audio)

Eusica is a musical instrument store with more than 700 products on display, they ship guitars to all of Mexico. As time goes by, musicians and instruments become even closer in the digital world. It is essential to share product catalogs and details online. That is why Representaciones de Audio decided to open one of the most important virtual audio stores in Mexico, Eusica. In just three months, Eusica e-commerce became the main generator of income for the company, even more than their physical stores.

When the web store was first launched, **online sales exceeded the estimated goal for the platform by 800%**. Before e-commerce, Eusica's e-commerce site received around 5,000 visits. After its implementation, they had 60,000 monthly visits in three months. Additionally, 45% of users return to the store at least 3 times, with a session time of 4 and a half minutes.





Nominee

# Forbo Flooring

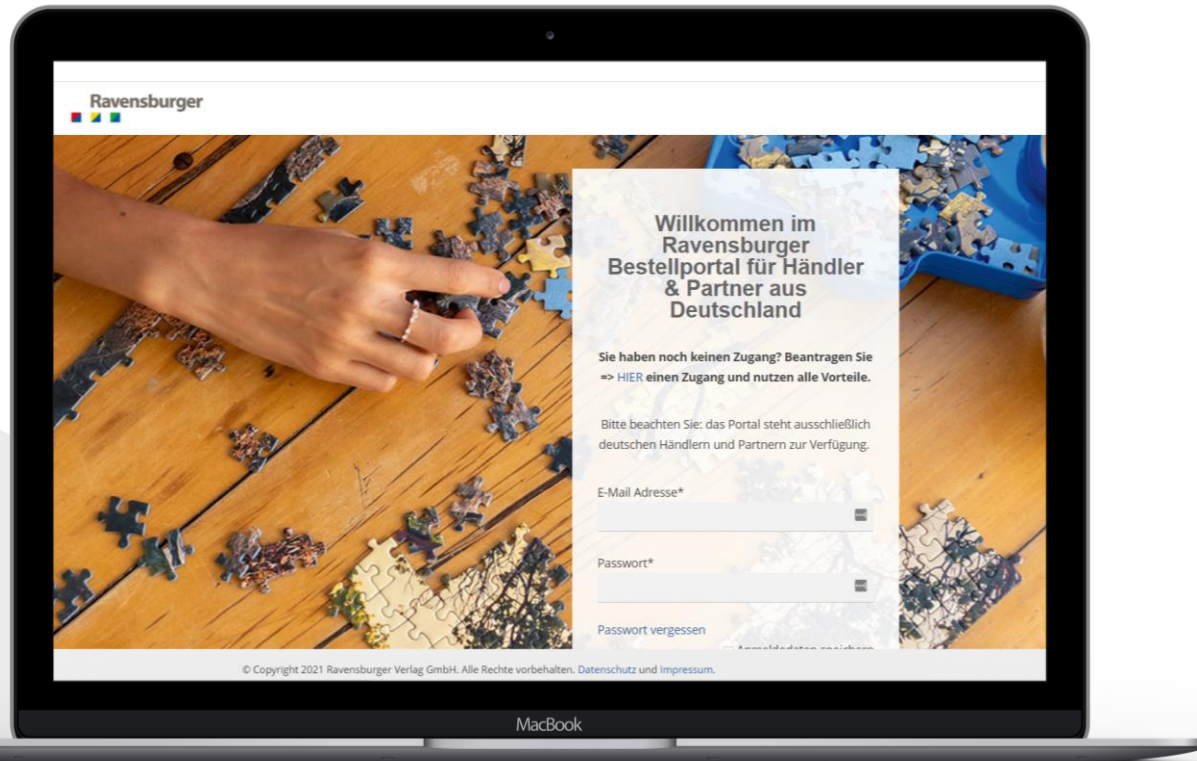
Forbo Flooring is an international player in the construction industry. After going live in 2018, they've launched a total of 15 web stores. In the year 2020, web stores opened in Sweden, Finland, Norway, Poland and Denmark.

When rolling out a new web store, establishing international buy-in is essential. To make this as smooth as possible, Forbo Flooring:

- Involves members from all departments in the project team
- Sends monthly reports to all stakeholders with the “digital scores” of participating countries and project members
- Involves regional and country managers to ensure their commitment

Forbo Flooring has **streamlined their e-commerce into a standard practice**, complete with best practices that can be used across all web stores around the world. Their new e-commerce strategy was also the catalyst in helping this enterprise company create consistent master data and implement their new PIM system.





Nominee

# Ravensburger

Ravensburger is a true market leader in the puzzle, games and toys market. With Sana Commerce's platform they were able to **offer their customers access to personalized pricing**, as well as insights into the availability of its products and exhaustive information on company news and product specificities.

Ravensburger was able to increase the overall satisfaction of their dealers and is currently gathering their feedback on how they can further improve their retailer portal. Since launching their web store in June 2020, Ravensburger has been able to:

- ✓ Reduce the margin of order errors
- ✓ Provide more product information to customers, including specific pricing and stock availability
- ✓ Get over 3,000 customers to use the retailer portal
- ✓ Improve customer retention and satisfaction (80% are satisfied or very satisfied, 96% would recommend the portal to others)

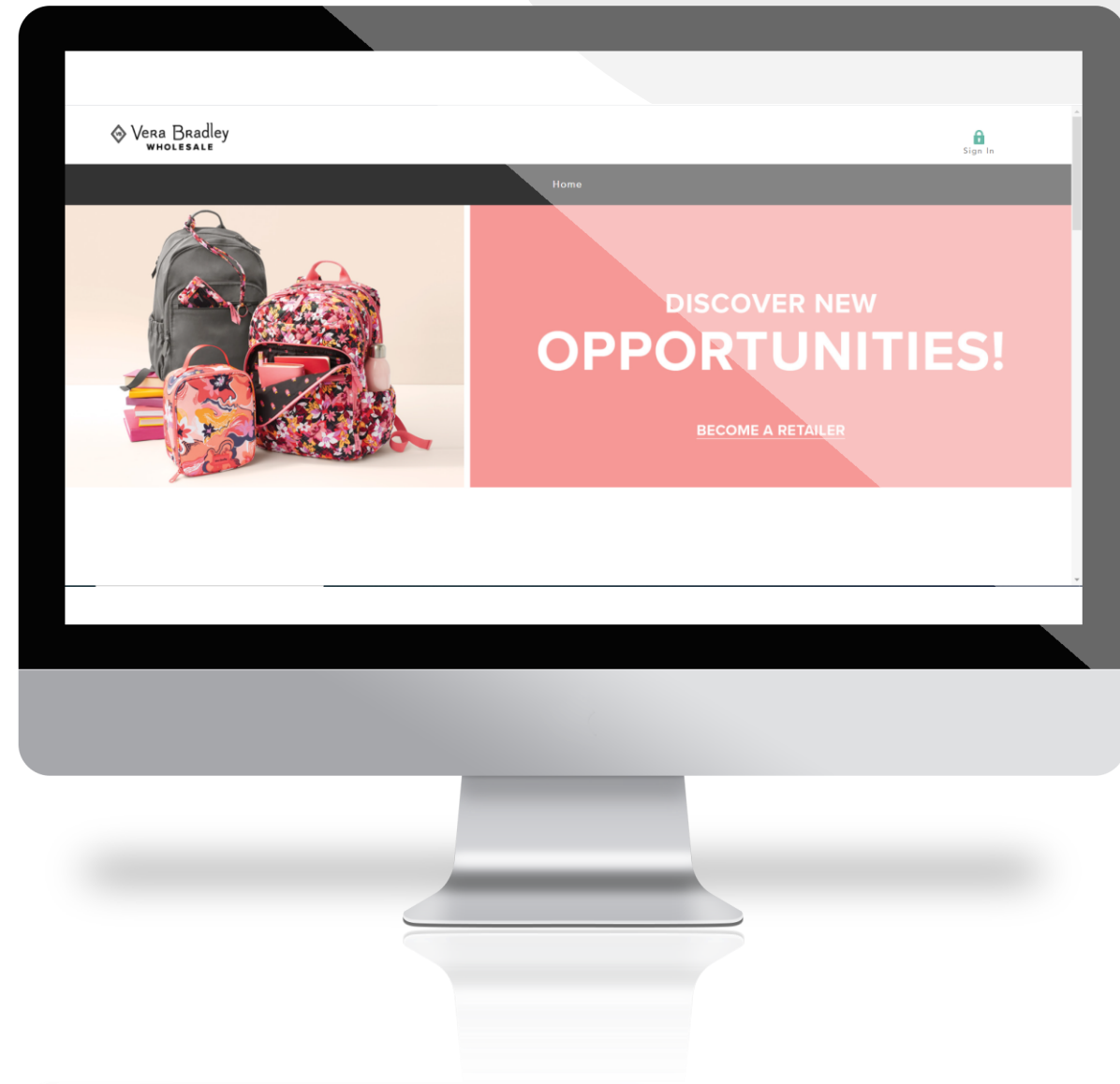
Nominee

# Vera Bradley

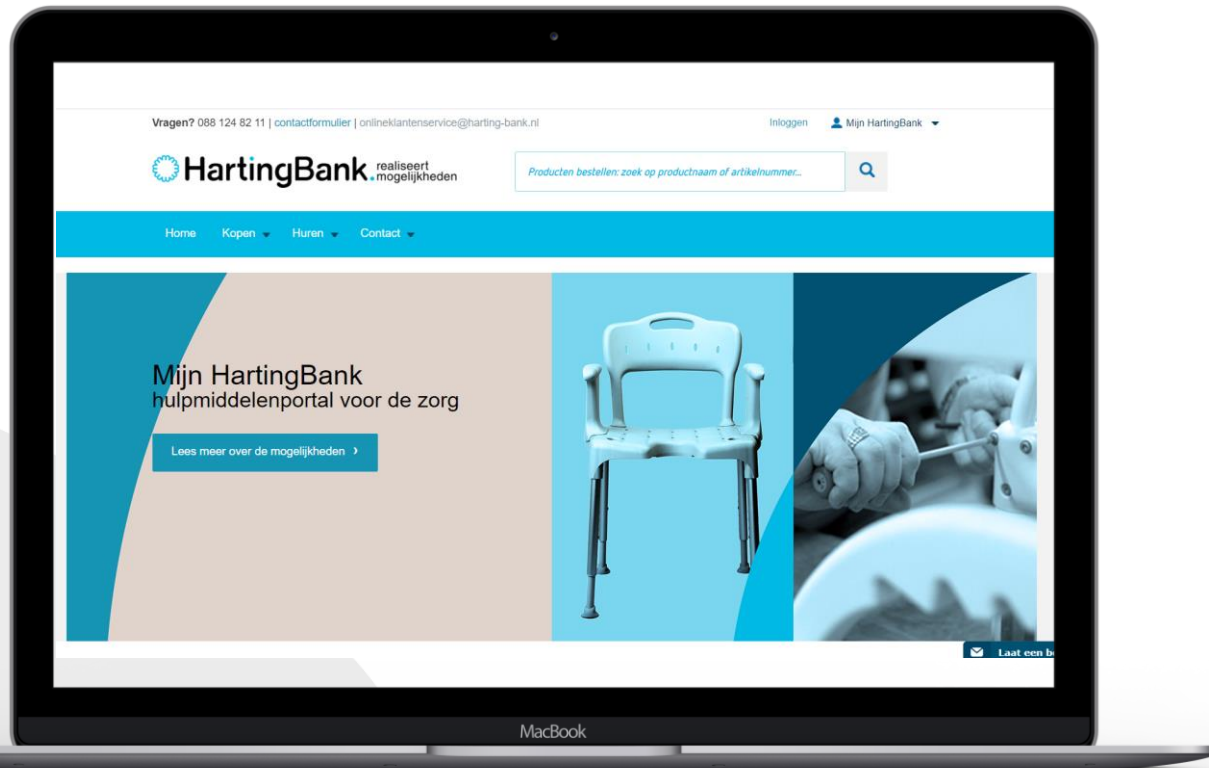
Vera Bradley designs beautiful handbags and luggage meant to stand out. This year they aimed to **increase their operational efficiency, promote self-service** and **drive revenue of their B2B web store**. While change is difficult, Vera Bradley was invested in their vision and dedicated to training all retailers and employees on how to use the web store.

Here are some notable wins Vera Bradley experienced **in the first year** of launching their e-commerce site:

- ✓ 55.5% of all invoiced sales were made online
- ✓ Decrease in email frequency, with more than **12,586 downloads** happening from the website instead
- ✓ **78.19% adoption rate** (nearly hitting their EOY adoption rate goal of 80% already in June)
- ✓ Creation of the Interactive Source Book, an online product catalog that even enables customers to purchase products directly from the digital book
- ✓ **Lead generation has increased by 762.5%** due to the increase in organic traffic







Nominee

# HartingBank

HartingBank supplies, manages and maintains healthcare resources for various healthcare organizations throughout the Netherlands. In early 2021, HartingBank launched a new service which enables customers to rent healthcare products such as beds and wheelchairs.

Now, HartingBank can service their customers completely online. Their customer portal, “Mijn HartingBank” lets clients:

- **Buy and rent products**
- **Apply service actions** (requests for reparations and -depot-moves)
- **View all products** in use/in the depot, including what condition the product is in

This combination of services being offered online is **quite unique** and **truly innovative for the health sector**. HartingBank has also taken the initiative to keep their customers informed on how their service works through newsletters and user manuals.

Nominee

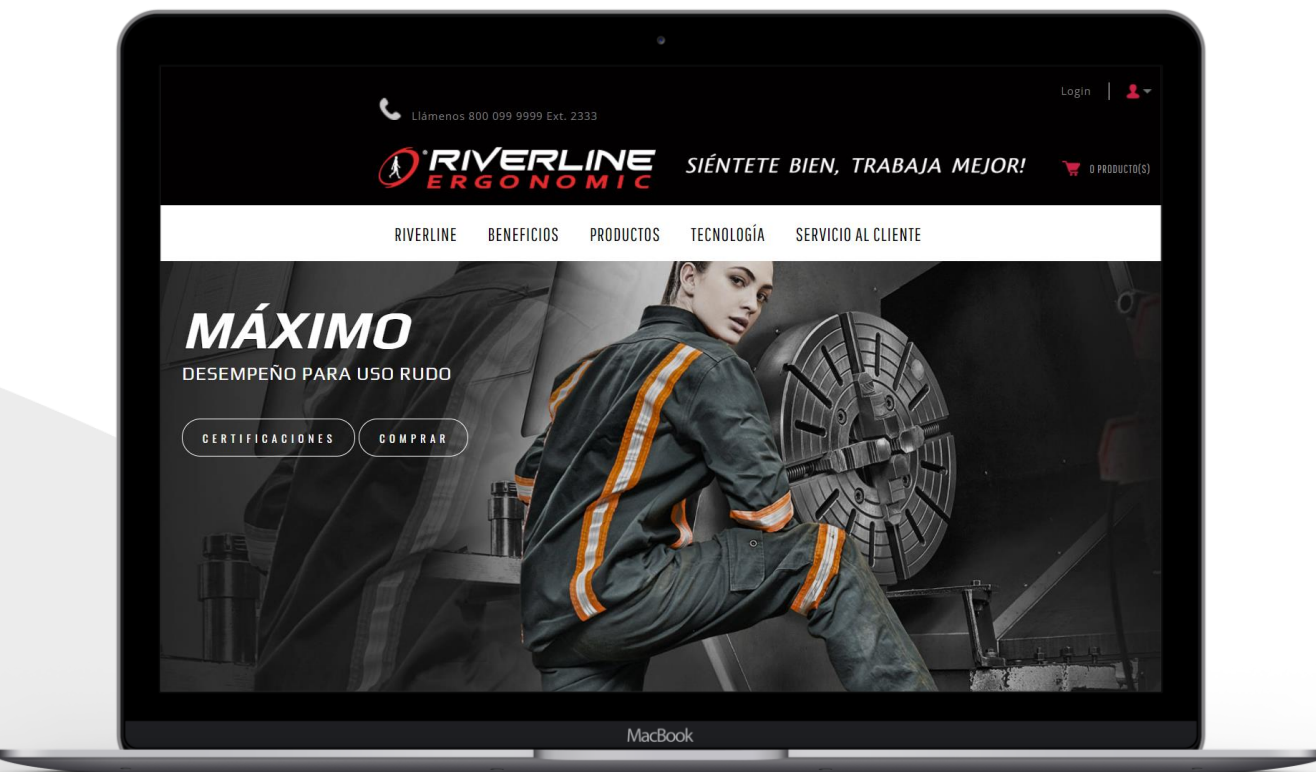
# Familia Bercomat

Due to the Pandemic, Familia Bercomat felt the need to change how they approach customers. Their aim was to **increase the number of customers purchasing online from their web store.**

By creating an e-commerce store that was **integrated with multiple platforms** (Facebook, Google, WhatsApp, Chatbot, etc.), they were able to vastly **raise their yearly online sales.**

- ✓ Increase of **438,64%** in total yearly online sales
- ✓ Number of **transactions increased by 236.17%**
- ✓ Average **value of orders** increased by **60%**
- ✓ Created a unique content strategy and blog which increased users by 46.59% in just six months





Nominee

## Riverline Ergonomic

Riverline Ergonomic creates shoes meant to keep workers comfortable and healthy on long day shifts. With their Sana Commerce web store, they were able to **adapt their product pages** to include extensive information about their products, including a variety of images, colors, detailed descriptions, available sizes and more.

Any customer can easily flip through the choices to make their decision and if they require more information, Riverline Ergonomic provides them with technical sheets and a sizing guide. For an **easy check out**, they have also included a PayPal Plus payment option. With PayPal Plus, **customers can generate their payment directly**, without having to navigate to a new web page or register.

These are just a few of many improvements Riverline Ergonomic made to their web store that greatly increased user experience, which **resulted in their sessions and transactions tripling**.