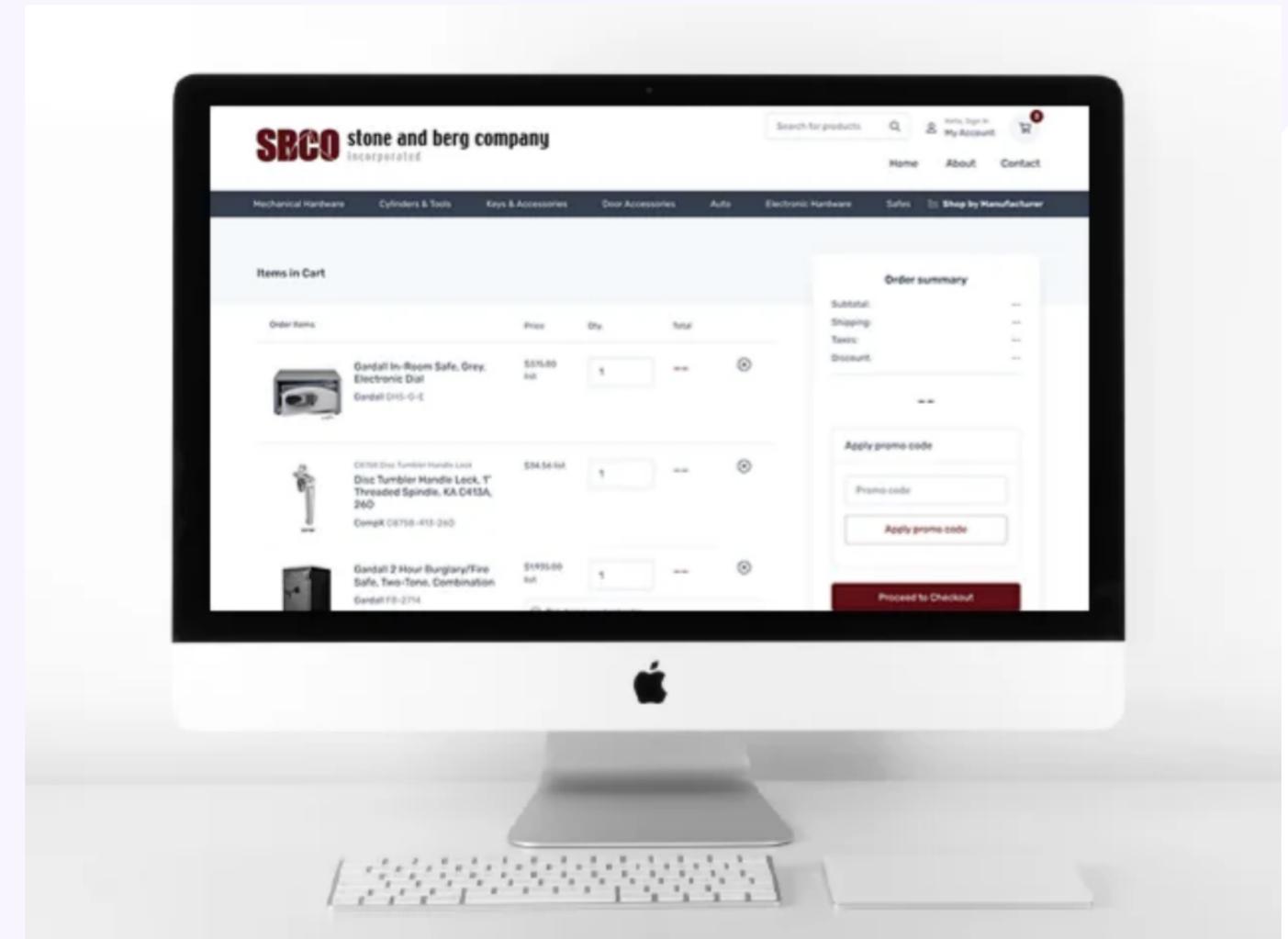


Stone & Berg

Stone & Berg launches digital commerce and online customer portal with a new storefront powered by Ultra Commerce.

About Stone & Berg

Stone & Berg Company, Inc. understands longevity. Founded in 1883 in Worcester, Massachusetts, this family-owned business is now in its fifth generation. Originally started as a lumber company, it eventually transitioned to door and security hardware and has grown to become a distributor of 85 different brands. The business sells to locksmiths as well as companies who have on-site locksmiths, such as hospitals, institutions, housing authorities, and prisons.



The Challenges:

Our Solution:

1

Establish an online presence to better service their customers, yet still retain their traditional core values that makes them feel 'old school' and 'special' or 'different' from their competitors.

Self-service eCommerce that integrates seamlessly with their existing ERP where their inventory, pricing and customer information – all precious data – resides.

Customer service representatives and sales team can still place orders for customers via phone or walk-in from the same singular view of the customer's information.

2

Overcome previous negative eCommerce experiences. Online ordering without live pricing or visibility into on-hand availability.

Back-end ERP integration to ensure zero duplication, maximum efficiency across the organization.

3

Manage and import rich product catalogs (20,000+ SKUs) from over 90 vendors and connect to ERP.

Omnichannel buying for customers with real-time updates on orders and the ability to update contact and payment information from anywhere at any time.

4

Sync real time product information pricing and inventory with back office system and push order and account data.

Intricate, complex permissions engine for Stone & Berg's varied vendors and partners.

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This project with Ultra Commerce can only help us in our goal to grow, grab more market share, and branch out further than just New England. It's been a great step in the right direction.

Mike Pagano, Vice President, Stone & Berg

The Result:

New storefront powered by an eCommerce platform with the administration tools that allow for the ability to add SKUs, amend prices, make banner ads and create new promotions for new products to scale rapidly.



Robust Catalog with Dynamic Search

23,000 SKUs from 90 vendors to date and growing every day. Lightning fast product filtering and search powered by customized product data catalog.



Winning the Customer Experience

Customer portal with self-service options for account management, easy reordering and complete online and offline order history.



Omnichannel Excellence

Ordering from anywhere. Place orders, view history, any review quotes from anywhere on any device with secure account access.