

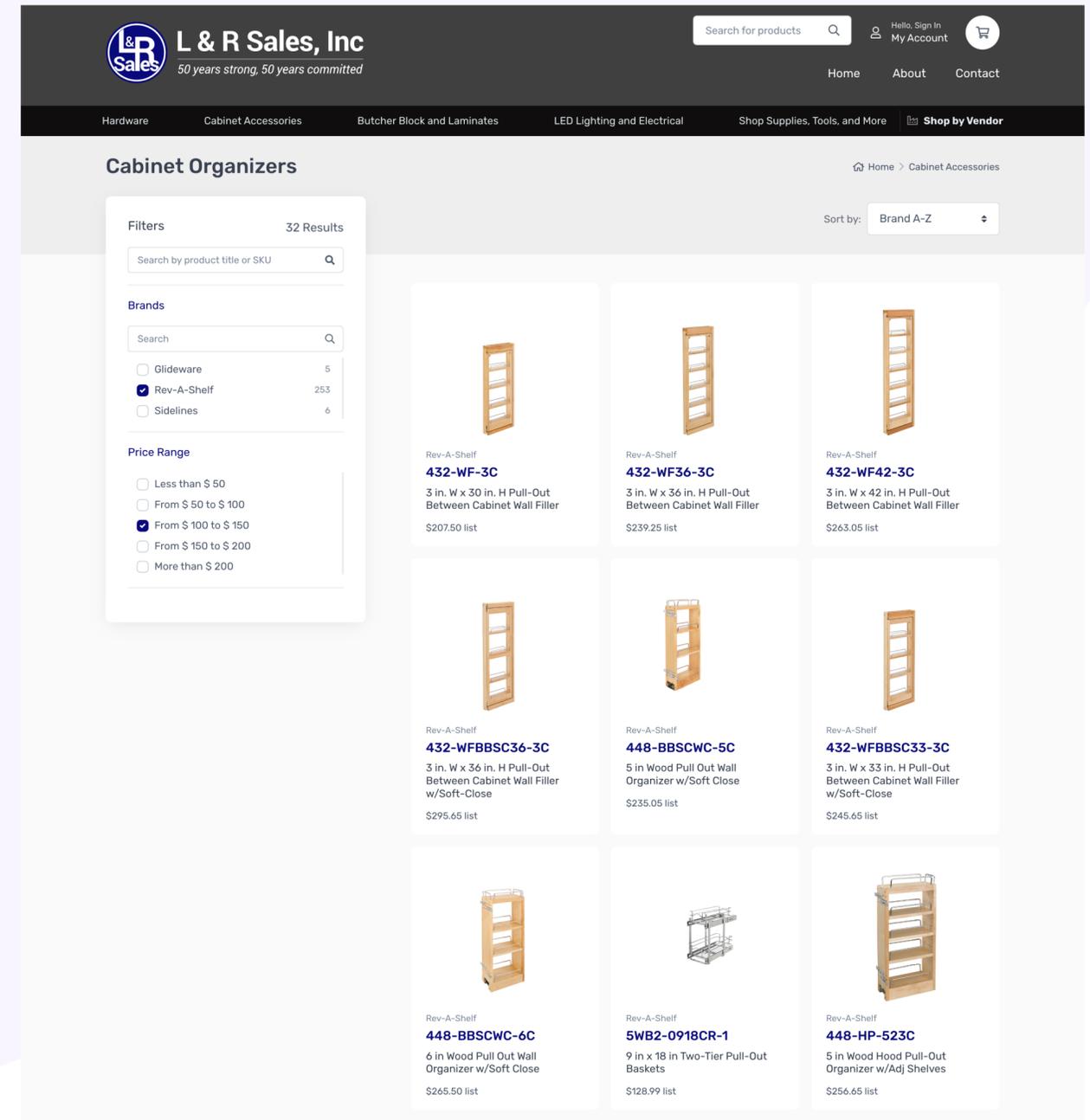
L&R Sales Inc.

For nearly 50 years, L&R Sales, Inc. has been synonymous with excellence in wholesale distribution.

About L&R

Based in Worcester, Massachusetts, this family owned company specializes in the architectural woodworking, kitchen and bath, and exhibit industries in New England. Kitchen and bath contractors, designers, and supply stores all rely on L&R to do their jobs. They can choose from tens of thousands of products from 100 different brands. L&R carries it all, from butcher blocks and cabinet doors to door tracks, drawer slides, and knobs – and everything in between.

Whether they work in the residential or commercial market, L&R customers know they can find exactly what they need.



The Challenges:

The word 'service' is echoed repeatedly in L&R's mantra – it is more than just outselling than the competition, it's about providing industry-leading service for their customers and their eCommerce, by extension, must reflect that.

Verification/authorization gateway to ensure sales only to pre-approved audiences (I.e. licensed contractors, professional designers, supply stores). Any site visitor can search, browse and shop, but the company restricts purchasing to verified customers.

Be more than just a storefront that sells online – deliver a better selection of products.

Massive product catalog – 100 brands each with as many as 20,000 items. With plans to grow and expand product catalog to show customers just how much product is available.

Easy online bill pay – allow for customers to log in, view invoices and pay seamlessly and efficiently.

Modular capabilities in Ultra Commerce allowed Alphagary to refine their scope and provide biggest “bang for their buck” in what items were most valuable for launch – launch was smooth and on time.

Account management – easily update account information for an experience in line with leading B2C/retailers, as well as provide a parent/child, multi-pronged account structure allowing for multiple users on the same corporate account to make purchases.

The Required Features:

- 1 **Live inventory, pricing and product info sync with their ERP system**
- 2 **Personalized pricing that the customer can view after they log into the storefront**
- 3 **Depth and complexity of their product catalog; import functionality to ease that burden**
- 4 **Easy reordering as part of the customer portal; view and “reorder” right from their account**
- 5 **Future growth plans to add more to their catalog**

Our Solutions:

New website, eCommerce-enabled with full searchability by product and brand – customers can purchase past or favorite items, quickly update contact and payment information and pay invoices all in just a few clicks and all completely in sync with L&R's ERP system.

Only verified shoppers can complete the ordering process on the site. L&R verifies each new account and purchase, sets specific pricing and assigns a sales associate to ensure a seamless customer experience.

Flexible, customer-focused interface designed for omnichannel excellence with full Customer Service Representative visibility into customer orders regardless of when or where they were placed.

Parent/child account enablement allowing for multiple team members to complete transactions on the same corporate account – letting everyone do their job efficiently.

The Results:



Ultra Commerce integrated eCommerce platform with L&R's Agility ERP to create a truly customer-focused experience. All account, order and product data is synched between the two systems.



Configured complex product catalog supporting tens of thousands of SKUs for the 100 unique brands that L&R represent.



Ultra's powerful permissions engine ensures that only verified customers with approved accounts can purchase from the L&R website.



Added additional payment capabilities for Ultra Commerce customers with up to the minute access to product selection, inventory and easy reordering.



Ultra's robust functionality and flexibility enable L&R to provide unparalleled service and gain a competitive edge.



Project establishes a strong foundation for future collaboration between Ultra Commerce and Agility.