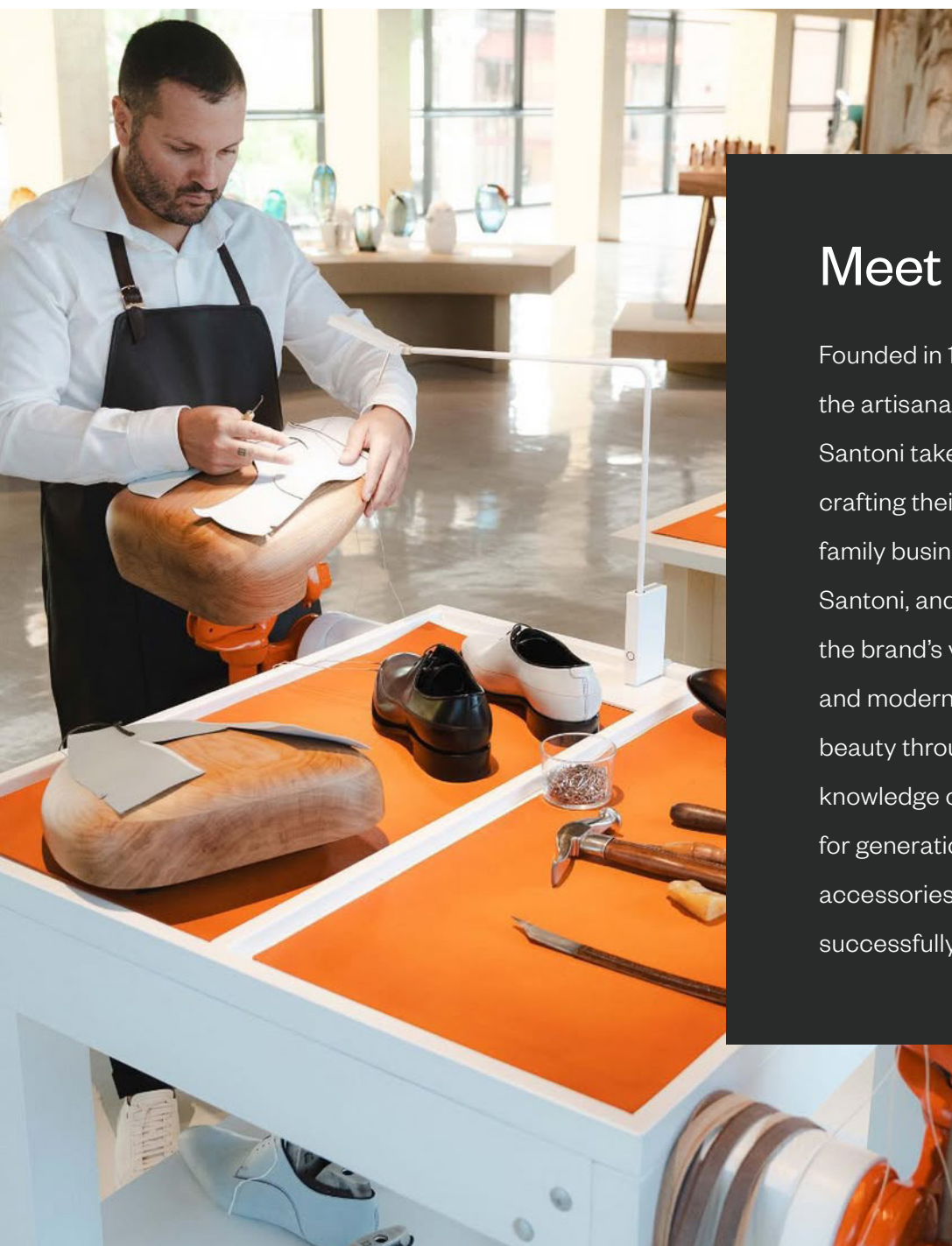


Case study

# Streamlined solutions for a competitive market: **Santoni's path to wholesale success**



It's never been more important for footwear and accessories brands to find new ways to compete in the increasingly competitive market. While it's considerably easier for brands to find ways to be memorable in B2C communications and marketing campaigns, when it comes to B2B sales, it can be more challenging to stand out. However, that didn't stop the Italian luxury footwear brand Santoni from taking a savvy approach to wholesale. **They integrated NuORDER with their European tech stack, including their Italian ERP, D-Moda.** Then they set off to stand out in the footwear market. **Santoni also communicated their brand story in a memorable way and prioritized a regional focus to achieve global success.** Discover how they use NuORDER to win the hearts and minds of key wholesale buyers.



## Meet the brand

Founded in 1975 by Andrea Santoni to industrialize the artisanal process, the luxury footwear brand Santoni takes pride in being makers of beauty, crafting their shoes in Le Marche, Italy. Today the family business is led by Andrea's son Giuseppe Santoni, and 700 artisans continue to balance the brand's values of traditional craftsmanship and modern innovation. Santoni creates beauty through the hands, relying on the unique knowledge of artisans that have been passed on for generations. Santoni shoes, bags, and other accessories are designed to last over time while successfully capturing the spirit of the time.

## The opportunity

# Stand out in the competitive footwear market

Santoni recognized that it can be considerably more challenging to stand out in the competitive footwear market — particularly when it comes to B2B sales. What's more, they understood how essential it was to perform well within key global markets. After careful consideration, they decided to upgrade their tech stack to meet both needs and enhance their approach to wholesale. **They chose NuORDER as their new wholesale platform, a solution that would be easily customizable with their existing tech stack and existing internal processes.**



## The solution

# Use their tech stack to win the hearts and minds of buyers



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First, Santoni focused on how they could offer greater ease and convenience to their valued wholesale partners while staying true to their Italian roots. **They created regional brand portals with NuORDER to present buyers with custom-curated collections and linesheets tailored to their specific markets.** And after fully integrating their Italian ERP, D-MODA, with NuORDER, buyers no longer needed to sign into more than one tool to place their orders. Today, footwear buyers can order from Santoni's prebook and ATS inventory within the same brand portal, simply using separate carts for either category of availability.





Santoni went on to use the wholesale platform to create custom templates and import functionalities to create their own order entry templates. Now they can import clients' orders with *just one click*. **What's more, because their ERP is fully integrated with NuORDER, it's now fast and easy for the Santoni team to populate linesheets, develop Campaigns, remerchandise their Virtual Showroom, and more.** In fact, the luxury footwear and accessories brand developed a master linesheet that combines the power of NuORDER Linesheets with a custom integration. It instantly populates product separators and banners to preserve Santoni's brand marketing and to produce branded linesheets in less time. Their team goes on to use those branded linesheets to spotlight and recommend specific, high-priority styles to their wholesale clients.

## The results

# Engaged buyers and greater wholesale revenue

Santoni observed the playing field to take a very strategic approach to win and hold the attention of their valued buyers. **The brand used NuORDER features including branded portals, Linesheets, Campaigns, and Virtual Showroom to better serve key regional markets, to access in-depth reporting for specific regions, and to make it even faster and easier for buyers to submit orders at their convenience** — whether placing buys in advance or purchasing immediates. Now Santoni's wholesale strategy is a perfect, regionalized fit for their global ambitions. They're enjoying the fruits of highly engaged buyers, better relationships around the globe, and more wholesale revenue.

**Let your tech stack help you become unforgettable to global buyers.**

Whether you use an ERP or not, NuORDER can help you achieve a seamless sales experience. Discover why a flexible, integrated platform that supports regionalized selling can make all the difference.

[Learn more](#)