



North South Supply
PROFESSIONAL WATER SOLUTIONS

CASE STUDY

Embracing Digital Transformation

How **North South Supply**
Jump-Started Their
Digital Adoption Initiative
with eCommerce

unilog



Customer Snapshot



COMPANY: NORTH SOUTH SUPPLY



INDUSTRY

Wholesale irrigation and
well supply distributor



CUSTOMER BASE

B2B2C professionals



LOCATIONS

Seven branches throughout
Central Florida



ONLINE PROJECT

Launched their first
eCommerce site to modernize
their business

The Challenge

When Tony Donatelli became CEO/COO of North South Supply four years ago, he saw a critical need to modernize their business. He soon launched a series of change management initiatives which included adopting digital processes internally and providing a more convenient online shopping offering for customers.

With an eCommerce platform as his most important and biggest initiative, Donatelli set out to find a solutions partner who could build and implement a robust eCommerce site that met their expectations.



The Solution

Donatelli was introduced to Unilog at an IMARK co-op group event and, after learning about their suite of connected product content and commerce solutions, signed with the technology provider. North South chose to implement Unilog's CX1 CIMM2 eCommerce platform along with their CX1 PIM to provide enriched product content on their site. They also added Unilog's mobile app to mirror their website experience and their Site Analytics Pro tool to effectively measure their site's performance.

Connected Product Content and Commerce Tools

1 CX1 CIMM2

A feature-rich eCommerce platform that unifies their offline and online sales channels to deliver next-level experiences for B2B customers

3 MOBILE APP

A mobile sales application that integrates with CX1 CIMM2 to give customers more ways to shop and purchase their products

2 CX1 PIM

A product data management solution that provides always up-to-date content across their sales channels

4 SITE ANALYTICS PRO

A comprehensive tool that tracks key metrics and gives complete visibility over onsite user behavior to help improve everything from conversion rates and user experience to site performance



The Results

North South Supply's eCommerce site has been live less than a year and, even without officially promoting or advertising it, is already delivering results. The distributor has acquired new customers in 22 states because of their new online presence, eCommerce tools, and SEO-rich product content that's helping to attract search engines. Additionally, in one week they have gained more new online customers than they have in their brick-and-mortar locations.

Once North South Supply's staff is fully onboarded and familiar with their new digital tools, the distributor will start promoting the website at their local branches to customers. Their eCommerce site will soon serve as their primary resource for real-time product information, eliminating the need to reference their cumbersome ERP system for inventory availability, pricing, and product details.

Their new digital sales channel is creating new and exciting opportunities for the wholesale irrigation, well supply, landscape lighting, and drainage distributor.

EXPANDED REACH

North South Supply's website has increased their brand presence and exposed the distributor to new customers across the country.

GREATER TRANSPARENCY

Their new site displays real-time product pricing, availability, and robust product content to give both customers and site visitors everything they need to make an informed purchase decision.

VALUE-ADDED OFFERINGS

Registered customers who use their site can see their contracted pricing, enjoy personalized promotions, and take advantage of efficiency tools like an account portal to build quote requests, check orders, and pay invoices.

In Their Own Words

"When I look at what makes our customers sticky, it's ease of doing business with us. And that means we need to provide them with multiple ways to transact, whether it's at our brick-and-mortar locations, email, text, phone, or eCommerce."

– Tony Donatelli

CEO/COO
North South Supply



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