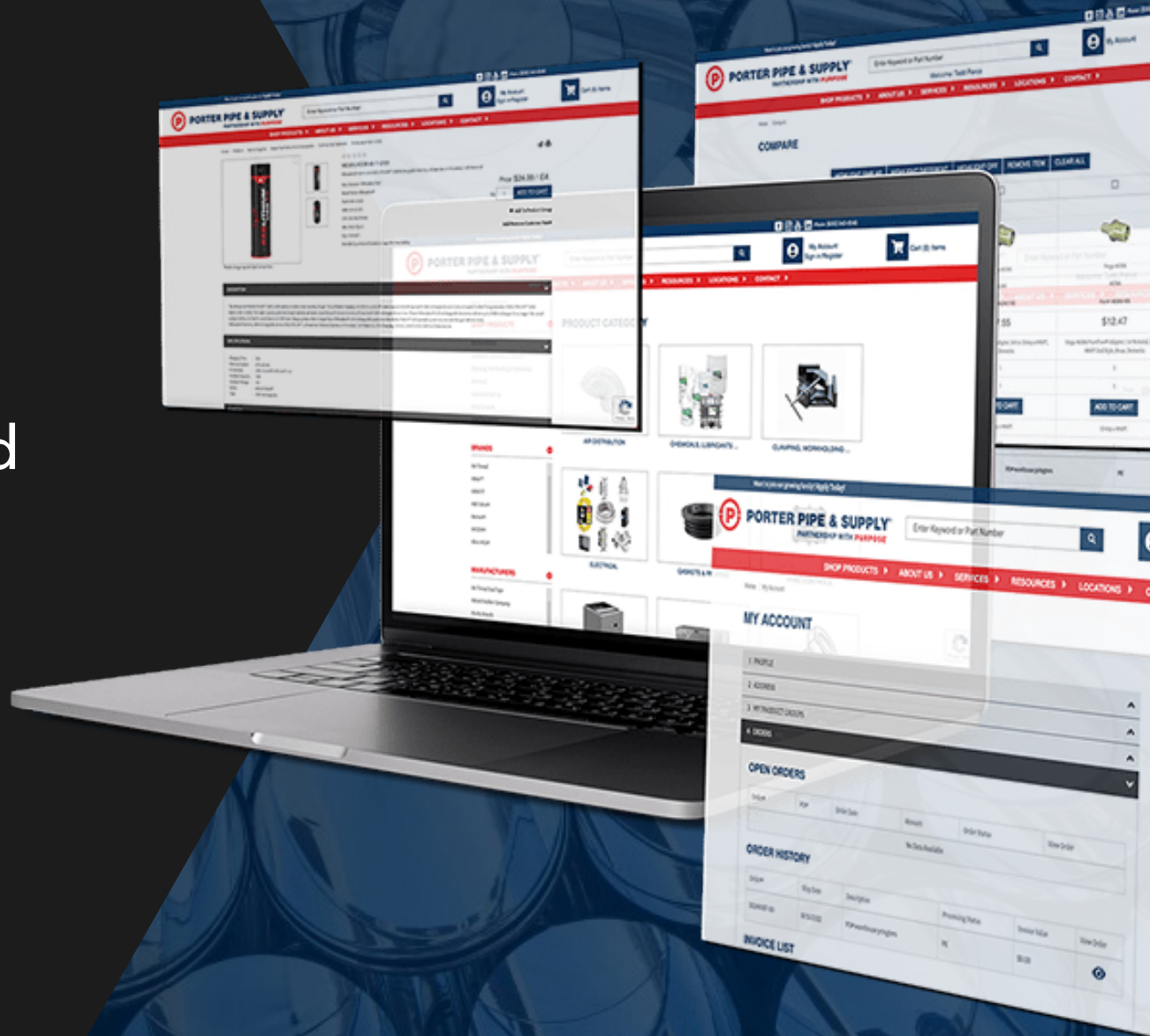


CASE STUDY

Piping up for Success

How **Porter Pipe & Supply** Transformed Their eCommerce Journey

unilog



Customer Snapshot



COMPANY: Porter Pipe & Supply



INDUSTRY

Wholesale supplier of plumbing supplies, pipe, valves, fittings, HVACR equipment, and industrial/mechanical products



CUSTOMER BASE

Professional trade businesses, expanded to non-local customers



LOCATIONS

Six locations across the Great Lakes region

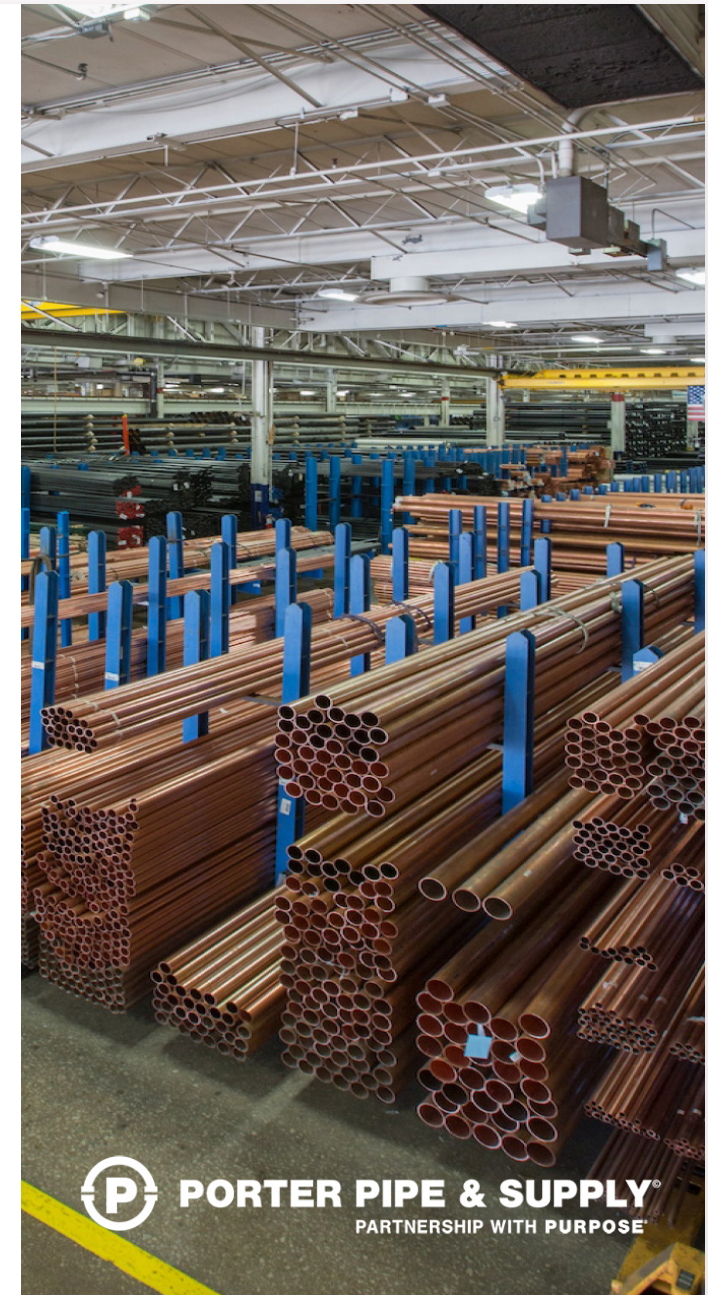


ONLINE PROJECT

Modernize business systems and eCommerce capabilities

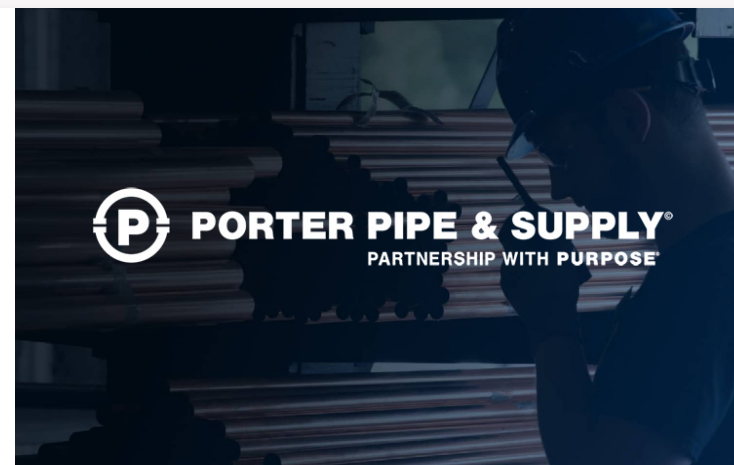
The Challenge

Porter Pipe's outdated ERP system hindered their ability to offer a full-service eCommerce experience. With limited online functionality, they struggled to meet the demands of a growing customer base. To address this, they brought on Michael Slaboszewski to lead the transition to a more robust and future-ready digital commerce solution.



The Solution

Porter Pipe chose Unilog's CX1 CIMM2 platform to provide a feature-rich digital commerce offering. According to Slaboszewski, their decision was influenced not only by Unilog's technology, but also by their cultural alignment and dedication to customer partnerships. The distributor's eCommerce site now delivers a seamless user experience with self-service tools, personalized content, and online resources.



HOW IT WORKS

- 1 Customers access a modern eCommerce platform with an intuitive registration process.
- 2 New COD accounts integrate directly into Porter Pipe's ERP system for smooth onboarding.
- 3 The platform enables self-service and personalized experiences, supporting both local and national markets.

The Results

Porter Pipe achieved transformative growth with their new eCommerce capabilities:



INCREASED REACH

An expanded brand presence has pushed their products to national markets.



IMPROVED EFFICIENCY

Automated registration has significantly increased new account sign-ups, now accounting for nearly 50% of online sales.



ENHANCED CUSTOMER EXPERIENCE

Simplified processes and self-service tools have attracted a broader customer base.

In Their Own Words

"If we win, Unilog wins. And if Unilog wins, we get to take advantage of that, too, with the new technologies and advances they develop for the platform. It all runs down our pipeline and everyone benefits from the partnership."

– Michael Slaboszewski



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PARTNERSHIP WITH PURPOSE