



TradeCentric

CASE STUDY

Industry:
INDUSTRIAL GOODS

New Pig Modernizes Ordering Process with TradeCentric

EXECUTIVE SUMMARY

New Pig partnered with TradeCentric to upgrade their digital sales platform. New Pig wanted to support custom Punchout catalogs for large buyers on its legacy IBM WebSphere Commerce store but couldn't migrate the custom coded integrations to its new SAP Hybris store. They sought to transition all Punchout catalog users to the new SAP Hybris store and move static catalog users to Punchout catalogs to enhance the overall buyer experience for customers.

Within 8 months, over 50 large buyers had migrated from legacy Punchout catalogs and static hosted catalogs, plus an additional dozen by the project's completion.

INTRODUCTION

Founded and headquartered in Tipton, PA, New Pig is an international, multi-channel, multi-brand supplier of over 2,700 spill control and liquid management solutions and industrial maintenance products. Since 1985, when they invented the world's first contained absorbent called the PIG Original Sock, New Pig has been providing cleaner, safer and better ways to work.



As the leading international brand for managing leaks, drips, spills and other liquid messes, PIG products are used at facilities in more than 100 countries on all seven continents.

A multi-channel company, New Pig sells direct to customers via traditional sales channels and an eCommerce store. The store is currently built with the SAP Hybris, which replaced an older IBM WebSphere Commerce store. The company also supported static hosted catalog and custom Punchout catalogs based on the legacy IBM WebSphere platform. New Pig still supports static hosted catalogs.

THE CHALLENGES

New Pig faced several challenges as it worked towards its goal of a modern, flexible and scalable integrated digital sales platform. **New Pig supported custom Punchout catalogs for large buyers on its legacy IBM WebSphere Commerce store, but couldn't migrate the custom coded integrations to its new SAP Hybris store.** In addition to custom Punchout catalogs, New Pig also supported static hosted catalogs for major buyers.

Static catalogs are less flexible than Punchout catalogs, inflating the time and resources consumed by common sales tasks. The company hoped to offer Punchout catalogs to many more buyers but was constrained by the technical complexity and cost of building and supporting custom integrations for dozens of incompatible eProcurement and ERP systems.

New Pig wanted to transition all Punchout catalog users to the new SAP Hybris store and migrate static catalog users to Punchout catalogs, enabling New Pig and its customers to take advantage of the agility, flexibility and enhanced buyer experience Punchout catalogs provide.

“ We're not experts in the technology of Punchout catalogs, so we needed the support of a partner with a comprehensive solution who could help us to implement Punchout catalogs, bridge the gap between our current capabilities and our long-term digital sales goals and resolve technical and organizational challenges in collaboration with our sales team and customers. ”

– Dena Vellone, Corporate Contract Manager, New Pig

THE SOLUTION

New Pig partnered with TradeCentric to leverage their integration technology and expertise. TradeCentric's Integration Platform as a Service (iPaaS) is a unique universal integration layer that supports any B2B eCommerce store and any buyer's eProcurement or ERP platform, including major platforms such as SAP Ariba, Coupa, Jaggaer and many more. The iPaaS connects buyer and seller platforms, transparently translating procurement data and documents as they move between platforms.

The TradeCentric iPaaS significantly reduces the technical barriers to offering a full suite of procurement integration and automation capabilities, including Punchout catalogs, purchase order automation, electronic invoicing and advanced shipping notices.

Working closely with the New Pig eCommerce and IT teams, TradeCentric integrated New Pig's SAP Hybris store with the iPaaS. Once integrated, New Pig could offer Punchout functionality to new and existing customers on any eProcurement system while avoiding expensive, complex and time-consuming custom integration development.

THE RESULTS

After integrating their eCommerce store with the TradeCentric iPaaS, New Pig began to offer buyers the opportunity to migrate to the new platform. TradeCentric's integration consultants helped New Pig to migrate buyers with custom Punchout catalogs based on the legacy IBM WebSphere Commerce store.

Within 8 months, over 50 large buyers had migrated from legacy custom PunchOut catalogs, as well as some buyers who had previously used static hosted catalogs. After the initial project was completed, New Pig used TradeCentric to migrate an additional dozen buyers to their new platform.

“ We wanted to offer eProcurement integration and PunchOut catalogs while reducing complexity and IT involvement. Working with TradeCentric is a simple process and has allowed us to integrate and migrate more customers more quickly than would have been possible without the TradeCentric iPaaS. ”

– Dena Vellone

TradeCentric empowered New Pig to offer fast and inexpensive integration and automation to buyers on any eProcurement platform. **New Pig was able to transition buyers from legacy eCommerce and hosted catalog solutions, enabling a superior eCommerce experience that provides a competitive advantage in a market with accelerating eProcurement adoption.**

INTEGRATION HIGHLIGHTS

Low-friction migration from hosted static catalogs.

With Punchout catalogs, pricing is managed through the eCommerce store, and price changes go live immediately.

Increased Punchout sales and revenue.

New Pig can now offer Punchout catalogs to many more buyers. Over the last few years, New Pig saw a substantial increase in Punchout catalog revenue.

Attracting new buyers who expect eProcurement integration.

eProcurement is the fastest growing digital B2B sales channel, and many buyers will not do business with suppliers who don't offer eProcurement integration and automation.

Increased eCommerce and eProcurement sales.

The improved user experience and flexibility of Punchout catalogs led to substantial eCommerce sales and revenue increases. The ability to add more procurement automation features in the future. New Pig currently uses the TradeCentric iPaaS Punchout catalog capabilities, but the integration platform also supports purchase order automation, electronic invoicing, advanced shipping notifications and more.

Looking to modernize your B2B transactions? Let's talk.

(888) 623-2374
TradeCentric.com

“We're thrilled to have been able to migrate so many New Pig customers to the new PunchOut catalog platform. We're pushing to move as many customers as possible to PunchOut catalogs. Our customers are enthusiastic about migrating, both because they understand the benefits of PunchOut catalogs and because they are aware of TradeCentric and how straightforward it is to integrate their eProcurement platform with the TradeCentric iPaaS.”

– Dena Vellone