



TradeCentric

## CASE STUDY

Industry:  
**DISTRIBUTION/  
WHOLESALE**

# Dillon Supply Improves Purchasing Experience and Efficiency with TradeCentric

## EXECUTIVE SUMMARY

Dillon Supply needed to provide a better purchasing experience for their B2B customers by creating an integrated eProcurement sales process that included the ability to offer Punchout catalogs and purchase orders. The goal was a “one-step” purchasing process with automated data transfer between Dillon Supply and buyer eProcurement platforms, eliminating duplicate order entry and manual data entry. With TradeCentric, Dillon Supply was able to accomplish that by providing a simplified and enhanced purchasing experience to buyers.



## INTRODUCTION

Founded in 1914, Dillon Supply sells a large selection of metal products, safety and personal protective equipment (PPE), metalworking and construction tools, manufacturing supplies and related equipment and services. Dillon Supply is based in Raleigh, North Carolina, and serves diverse customers and industries through its digital channels, which include eCommerce, Electronic Document Interchange (EDI) and mobile. The company's eCommerce store is built on Optimizely and integrated with other platforms for channel sales, marketing and logistics.

- Founded in 1914
- 20 Locations Throughout the US
- 250+ Employees
- \$268 Million in Annual Revenue

## THE CHALLENGES

Looking to provide a better purchasing experience, Dillon Supply contracted customer experience agency Verndale to redesign the experience it offered to B2B buyers, including for sales via eProcurement. Verndale wanted to create an integrated eProcurement sales process for Dillon Supply that included the ability to offer Punchout catalogs and purchase order automation for buyers.

### **Dillon Supply's EDI-based channel posed numerous challenges:**

- Integrating new customers was time-consuming and expensive
- Catalog management and buying experiences were inferior to the company's eCommerce store
- EDI doesn't provide the flexibility, personalization and user experience modern buyers expect

Leveraging the existing Optimizely store, Dillon Supply and Verndale streamlined the buyer journey by implementing Punchout catalogs and purchase order automation.

“ Our technology stack had evolved over many years, and we were looking for a solution that would offer a modern, integrated buyer experience built on our existing eCommerce store, but without the cost and time investment of custom integrations for each buyer. ”

– Arnaud Le Chatelier,  
Director Sales & Marketing,  
Dillon Supply

The goal was a “one-step” purchasing process with automated data transfer between Dillon Supply and buyer eProcurement platforms, eliminating duplicate order entry and manual data entry.

The solution had to be adaptable enough to support the different needs of Dillon Supply’s buyers while providing a frictionless path to enable buyers using any of 160+ different eProcurement, spend management and enterprise resource planning platforms.

## THE SOLUTION

TradeCentric provides a managed cloud Integration Platform as a Service (iPaaS) with connectors for many eCommerce stores, including Optimizely and various eProcurement platforms. The iPaaS translates data as it moves between seller eCommerce stores and buyer eProcurement platforms, enabling transparent communication of data for Punchout catalogs, requisition and purchase orders, electronic invoices, shipping notifications and more.

The TradeCentric team and Verndale worked with Dillon Supply to connect their Optimizely store to TradeCentric’s iPaaS. Once connected, Dillon Supply could enable buyers to use any eProcurement platform with Punchout catalogs and purchase order automation.

Buyers can access Dillon Supply’s eCommerce store from within their eProcurement platform. TradeCentric automatically transfers order data from Dillon Supply to the buyer’s platform. Once the purchasing organization approves the requisition order, order data is communicated back to Dillon Supply via TradeCentric.

Previously, Dillon Supply customers were forced to enter orders into their eProcurement platforms manually. TradeCentric eliminates this manual dual-entry.

“ We knew that we were in safe hands with TradeCentric. Their technology and support are second to none. Dillon Supply distributes supplies to hundreds of businesses with very different requirements, and no other company has the breadth of eProcurement platform support. ”

– Arnaud Le Chatelier

## THE RESULTS

With TradeCentric, Dillon Supply can provide a simplified and enhanced purchasing experience to buyers:

- Dillon supply can integrate their Punchout catalogs and purchase order automation with any buyer – and the process has an average lead time of less than four weeks.
- Dillon Supply retains complete control of the customer experience for the eProcurement channel.
- Dillon Supply can transition away from its legacy EDI system with minimal disruption to buyer relationships.
- The ability to offer superior eProcurement integration and streamlined purchasing gives Dillon Supply a competitive market advantage. Many current and potential buyers recognize the benefits of eProcurement-based purchasing.

Dillon Supply can offer fast and inexpensive integration and automation to buyers using SAP Ariba, Coupa, Jaggaer, Oracle and many other eProcurement platforms. Because purchase orders and other B2B documents are synced with their eCommerce store, the documents can be easily communicated to the company's Epicor P21 ERP platform via Insite's P21 Connector, integrating end-to-end order management, stock management and fulfillment.

**“ We plan to market our new Punchout capabilities proactively. It's a key differentiator for our business and brings significant cost savings and efficiency gains. But many of our customers aren't aware of quite how straightforward and inexpensive it is to connect their eProcurement platform with our store. ”**

– Arnaud Le Chatelier

## BENEFITS OF INTEGRATION WITH TRADECENTRIC:

### FOR DILLON SUPPLY:

- Increased sales reach
- Real-time product and pricing availability with personalized catalogs
- Faster payment turnaround due to expedited invoicing
- Increased customer retention and satisfaction

### FOR CUSTOMERS:

- Enhanced shopping experience
- Streamlined ordering and approval
- Reduced cycle times
- Lower procurement costs
- Increased order accuracy

Additionally, TradeCentric provides comprehensive metrics and analytics for Dillon Supply's eProcurement sales channel via the TradeCentric Portal. Because all procurement data flows through TradeCentric, Dillon Supply can use the Portal to monitor customer buying patterns and behavior. Sales teams can use the data to ensure that customers are using the integration to its full potential, providing targeted guidance and support.

In partnership with Verndale and TradeCentric, Dillon Supply has achieved scalable buyer integrations and offers a superior procurement experience for their customers. **With TradeCentric, Dillon Supply reduces procurement costs, increases buyer retention and builds robust and durable B2B relationships.**

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

(888) 623-2374  
TradeCentric.com