

Case study

Perri's Leather: B2B Power, B2C Growth

Industry: Equestrian products retailer
ERP: Dynamics GP

k·ecommerce.
powered by **mdf commerce**



Carla Perri founded her company in her barn back in 2000.

A lifelong horse lover, her goal was to build a company that would supply top-quality equestrian products to retailers and consumers alike. In particular, she saw a gap in the marketplace for producing high-value leather goods.

She also wanted a business that would support the American economy by selling American-made products.

Although Perri's Leather operated business-to-consumer channels, B2B quickly became the bread and butter of their business. Over the years, many of their brick-and-mortar retailers began closing their doors.

But the company realized that their shoppers hadn't disappeared. They were just doing more and more of their shopping online.

The Challenge

Perri's Leather was already selling online, but they had different solutions in place for their B2B and B2C channels.

Their B2B platform was integrated to their ERP, Microsoft Dynamics GP. This ERP integration automated the flow of orders, invoices and business data management between Dynamics GP and the B2B web sales platform.

But their B2C solution used a third-party platform to receive orders. This meant that Perri's Leather had to download the orders and enter them into Dynamics GP manually. This was time-consuming, for one thing, but it also introduced the possibility of human error, resulting in expensive mistakes.

In cases like this, a high volume of orders can end up holding back the company's growth, because fulfilling these orders is bottlenecked by the company's ability to enter them manually.

Over and above the order integration problems, their existing platform was difficult for them to update themselves. Agile marketing tools are a must for any online business: being able to publish updates, change the theme, create web promotions, coupons, gift cards and more.

“ We wanted to grow our online sales, specifically in the B2C sector. ”

Lisa Endress,
Marketing Director,
Perri's Leather





“ Having the orders flow directly into GP allows us to scale as our direct to consumer sales grow. ”

Lisa Endress,
Marketing Director,
Perri's Leather

SEO tools are particularly vital to retail businesses, since so many consumers use search engines to look for deals on the products they're looking for. Perri's Leather's B2C solution was lacking all these capabilities.

To make matters worse, the ordering process was complex and difficult for their B2C customers to navigate, which resulted in a lot of abandoned carts.

If Perri's Leather wanted to grow their business in the B2C sector, it was clear they were going to have to totally re-think their ecommerce strategy.

Challenges

1. No integration for B2C orders
2. Difficult-to-update website
3. Lack of SEO and marketing tools
4. Complex, inefficient checkout

Native
integration to
Dynamics GP

Custom design
and one-page
checkout

Simplified, in-
house content
management

Built-in SEO and
marketing tools

The Solution

k-e-commerce built Perri's Leather a web sales platform optimized for both B2B and B2C, and natively integrated to Microsoft Dynamics GP.

Dynamics GP integration means that orders and invoices copy automatically between the web store and the ERP, along with routine data management tasks like inventory or pricing updates.

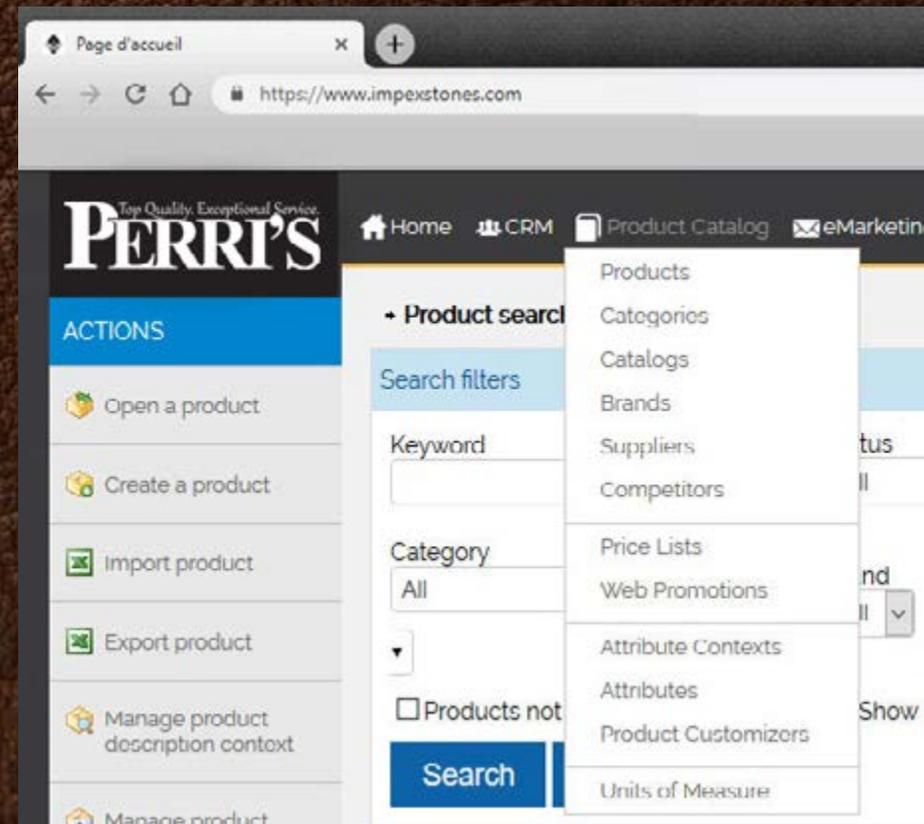
To improve the look and feel of the shopping experience, the k-e-commerce design team created a custom theme for Perri's Leather based on their specific business requirements.

The built-in SEO tools allow the team to effortlessly configure their product pages for optimal search engine performance.

Integrated marketing tools make it very simple to create web promotions, coupons, and other points of engagement for their B2C clients.

“ A clean, easy to use site has improved my marketing tools. ”

Lisa Endress,
Marketing Director, Perri's Leather



Operational
efficiency and
cost savings

Improved
marketing
efforts

Site is easy to
configure and
update

B2C sales
growth

The Results

Integration to Microsoft Dynamics GP completely eliminated manual order entry and data management for the Perri's Leather team. By automating the flow of data between the web store and the ERP, Perri's Leather was able to save time and money, as well as preventing human errors.

It also means faster order fulfillment. With fewer touchpoints in the fulfillment process, orders are picked, packed and shipped faster than ever before, which means more satisfied customers.

Perri's Leather has put the k-e-commerce solution's integrated SEO and marketing tools to great use, fine-tuning the customer experience through personalized promotions and coupons as well as cross-sell and upsell recommendations, bestselling items, and more. The site is easy to update for the marketing team, even without much technical knowledge.

The redesigned navigation and checkout page optimized for B2C clients has resulted in more retailer users shopping on the Perri's Leather website. Simplified one-page checkout has massively reduced the number of abandoned carts while growing the company's online sales.

