



Charter Global

CASE STUDY – Hybris Ecommerce Solution National Plumbing Parts Distributor

Charter Global enabled us to achieve our goal of deploying a full featured ecommerce solution that will help us to improve our online customer experience and allow us to stay competitive in our market

- Phil Bauer, VP Information Technology, PPG

PPG sets the bar with low cost, rapid deployment of pre-configured SAP Hybris ecommerce solution.

The Challenge

The Professional Plumbing Group (PPG), a national plumbing parts supplier, implemented a homegrown ecommerce solution several years ago. The website lacked critical functionality, particularly in product search and in its interface usability. As a result, it had low adoption by customers, and it was primarily used by PPG employees to enter orders for customers.

In addition, PPG has its own brand of products, Wolverine Brass, which they wanted to incorporate on the corporate website for a more effective branding strategy and an improved customer experience. PPG's top priority for the project, however, was to make their products available across the US through a user friendly website in order to stay competitive in their market.

PPG had several objectives for implementing a new ecommerce site:

- Replace its limited legacy home grown ecommerce solution
- Improve the customer experience in conducting business online with PPG
- Continue to expand capabilities of its ecommerce solution
- Grow their business through the ecommerce channel
- Implement a more robust ecommerce solution at a reasonable cost and with a rapid implementation turnaround

Solution

PPG evaluated several industry-leading ecommerce solutions and selected SAP Hybris for their new ecommerce solution. They engaged Charter Global for implementation services and for their preconfigured deployment solution. Based on their evaluation and comparison of solutions, PPG concluded that SAP Hybris offered one of the best solutions available in the market, especially with its continuing technology enhancements which help customers to stay ahead of their competition.

The SAP solution met PPG's business operations requirements, and Charter Global met their project schedule and cost requirements with most capabilities available out of the box. As a result, most of the effort and time was spent on integrating Hybris to the back-end system Microsoft AX and developing the user interface.

Charter Global developed the roadmap for the PPG ecommerce project, developed the requirements, and implemented the solution using the Agile methodology. Following this methodology allowed PPG to provide feedback during solution development, testing, and implementation of the solution. On premise deployment was conducted in DEV, UAT, and performance testing was completed in production environments using Jmeter.

Charter Global enabled integration with third party solutions and provided additional functionality:

- Dirxon for virtual catalog
- Responsive site to support multiple channels
- SmartEdit for product managers to manage content
- Custom reports
- Includes Schema.org standards, SiteMap, and Google Analytics
- Constant Contact for newsletters
- Cybersource for payment, SOP for PCI compliance
- Ability for sales reps to place orders for customers, as well as bulk order, and custom pricing pricing strategy
- Custom catalog and bin label printing
- Product compare feature and category drill down
- Replacement parts related to the product
- Search provision with part number
- Product recommendations based on previous purchases
- Add to favorites list
- Custom registration for new and existing customers, and place order as guest user
- Chat integration for improved customer service
- Express checkout
- Email campaigns for abandoned carts

Results - Rapid Transformation Achieved in Just Four Months

With Charter Global's pre-configured Hybris solution and collaboration, PPG completed its ecommerce implementation in four months. Charter Global initiated the project by developing a detailed roadmap for implementing the ecommerce solution to meet immediate goals, but also to lay the foundation for future capabilities and growth.

Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.