



# Bane-Welker Equipment Case Study

How Bane-Welker modernized their eCommerce sales channel by integrating their ERP with a PIM, CRM and a Mobile iPhone Custom Sales App

## OVERVIEW

Bane-Welker Equipment is a Midwest farm equipment and parts distributor with 12 sales and service locations and wanted to modernize their eCommerce website.

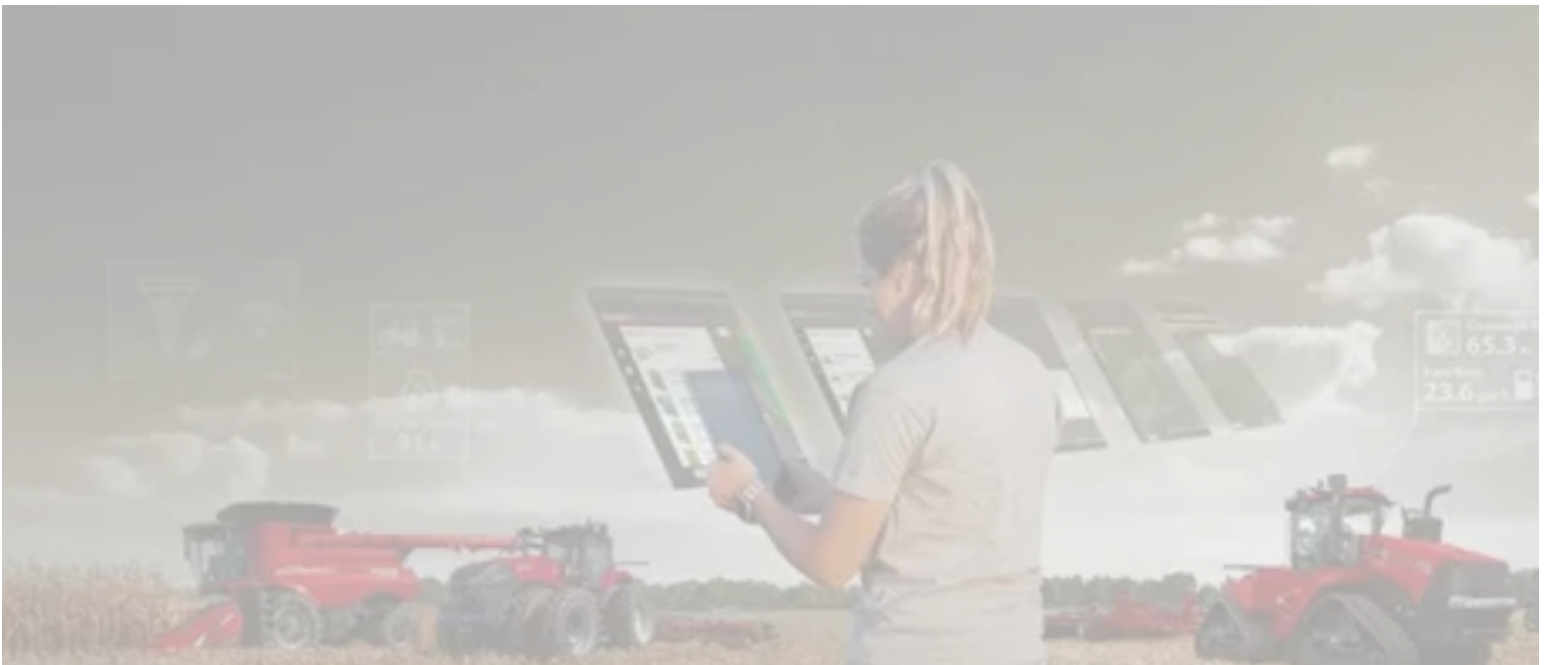
With three product lines on two separate eCommerce websites, they wanted to consolidate and streamline the ordering process for their customers. A secondary benefit of integration is they could eliminate internal data silos to optimize sales and service delivery.

They had three main issues: integrating their systems so that communications were flowing between departments to deliver seamless experience to their customer, giving their sales teams key timely information to close sales and doing it in such a way, that it was easy for anyone in the field to access.

**“Detailed! Thought of things we didn’t even know we needed and delivered on time!”**  
- CIO, Bane-Welker

## APPROACH

- **A Complete System Integration** - The client was using a dated but functional ERP system designed for the agricultural industry and weren't looking to upgrade. There were no APIs available or access ports so we needed an integration platform that could communicate effectively between their legacy ERP system and new eCommerce solutions that we were developing and integrating.
- **Tear Down Siloed Product Data** - A Product Information Management (PIM) solution was needed to consolidate product data stored in two websites and various silos throughout the company. We had to import, integrate and consolidate product data from multiple sources such as ERP, CRM, data pools, suppliers, and manual systems into a single repository thereby enabling a standard structure to optimize day-to-day operations.
- **Integrate Customer Relationship Management (CRM)** - The CEO wanted an integrated front-end customer relationship management (CRM) solution to identify potential up- and cross-selling opportunities that were often overlooked in the fragmented system they were using as well as eliminate salesforce redundancies.
- **Create Mobile iPhone Access** - An app was needed to provide executives, sales, service, and warehouse employees with an up-to-the minute view of inventory and workflows across all locations to improve customer service and close more sales.



## RESULTS



### System Integration

We recommended the RabbitMQ integration platform to overcome the lack of APIs and port access which enabled us to connect old and new applications within a single, scalable web-enabled architecture. We also created robotic process automation (RPA) users to send information back and forth into the message queue to overcome the lack of APIs and port access. Message queuing was recommended to distribute data to multiple applications like PIM and Salesforce and to balance loads between servers to respond to requests instantly.



### Siloed Product Data

By adding a Product Information Management System (PIM), we were able to unify and centralize fragmented eCommerce inventory data. We automated inventory processes with mobile barcode technology to provide eCommerce customers with up-to-the-minute product and service availability. The PIM system not only showed a clear picture of inventory, but also streamlined replenishment and logistics planning to help sales teams accurately communicate order and delivery status to customers.



### CRM Solution

We implemented Salesforce CRM to improve customer sales and service communications, identify cross- and up-selling opportunities, and eliminate salesforce duplication across product lines. It created a single repository for client partnerships, accounts, contract approvals, and key contacts per channel. A centralized CRM also automated sales workflows to prevent duplication and provided accountability and visibility up to the C-suite.



### Mobile iPhone Access

We developed an iPhone™ app for executive, sales, service, and administrative use to improve communication throughout the company. Sales and service gained access to accurate inventory at all locations which helped to close more on-site sales. Inventory management was automated using mobile barcode scanning technology.

## CONCLUSION

- We are one of three approved implementers of RabbitMQ in the United States so we may be a little biased. But it allowed us to provide the client with end-to-end integration without the need to upgrade their ERP system and keep project costs to a minimum.
- The PIM validated, enriched, and centralized all product data to provide a unified source of accurate and engaging product content delivered instantly to all necessary channels and internal users. We recommended Salesforce for their CRM as it's the most comprehensive solution available right now. The C-suite gained a 360-degree view of their value chain which can be accessed anytime, anywhere.
- We were able to streamline customer ordering by consolidating all product lines into one ecommerce platform with up-to-the-minute availability and pricing.
- The new My CNHI Store holds customer-specific pricing, terms, product information, and diagrams. The Sales Department is closing more deals and faster with real-time product information and availability at their fingertips. Consolidation expanded brand awareness across product lines.



## CONCLUSION

### **About Bane-Welker Equipment**

Bane-Welker is a 100% employee-owned distributor of farm equipment based in Indiana with locations in Ohio. They offer a wide range of affordable and high-quality farming equipment, including Farmall tractors, used combines, and Case IH parts. On-Farm or In-Shop Services of our technicians are extensively trained to service a broad line of machinery including Tractors, Combines, Headers, Planters, Sprayers, Tillage Equipment, Lawn Mowers. [www.bane-welker.com](http://www.bane-welker.com).

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