

CASE STUDY: STEEL & PIPE SUPPLY

B2B firm launches new SAP Hybris eCommerce website and goes from 0% of revenue generated online to more than 13%...in only a few months.

Steel & Pipe Supply Company, Inc. (SPSCI) subsidiary EXLTUBE is one of multiple companies under the SPSCI organization—a billion dollar distributor of manufactured steel products. They offer steel beams, bars, angles, pipes, sheet metal and plates to their construction, manufacturing, oil & gas, and other industrial customers. Its business is serious, tough, dirty, industrial sales. Needless to say, they're not the first company that comes to mind when thinking about leading-edge eCommerce implementations.

SPSCI looked to LYONSCG to help them realize their eCommerce potential and solve several business challenges. SPSCI had no eCommerce site at the start of the project. Their customers were

clamoring for an easier way to place orders anytime and on any device. They wanted to maximize profitability by optimizing order processing costs and create other operational efficiencies.

RESULTS

80% of revenue for on-boarded customers comes from new site

13% of overall revenue—**more than \$130M**—sourced online

75% faster order entry

THE LYONSCG SOLUTION

SPSCI selected LYONSCG for the implementation of their SAP Hybris eCommerce website. The implementation leverages SAP

Hybris Commerce and integrates to a previously existing SAP ECC instance via the SAP Hybris Data Hub. The project utilized the SAP Hybris Commerce B2B Accelerator as a foundation for the implementation, with customizations to provide industry-specific features.

The LYONSCG solution included a comprehensive set of professional services across five practice areas:

- Digital Strategy
- Experience Design
- eCommerce Implementation for SAP Hybris
- Application Hosting
- Application Support

An example of an industry-specific custom feature is a load builder

capability. One of the more vexing challenges within the steel industry is optimizing an order for its ideal load delivery weight. Delivery costs are a significant component of the total cost, and determining the optimal delivery means the difference between profit and loss. Too small a delivery, and transport costs are out of control. Too large, and the delivery cannot be transported in one load.

LYONSCG created a custom configuration tool that leverages the SAP Hybris product data on available inventory, manufacturing production schedules and load building rules to ensure that every delivery scheduled falls within a narrow range of acceptable parameters. This means maximum profitability on every order in a very competitive and commoditized industry.

RESULTS

When the first results from the new website were in the books, the SPSCI executive team was blown away by the sales generated by the new eCommerce site. While the company anticipated some channel shift as customers started using the website instead of emailing or phoning in orders to CSRs, they never expected the high percentage of overall orders to be online sales within the first few months after launch.

And this wasn't just channel-shift, either. EXLTUBE can point to new revenue gains and new client acquisition that are directly attributable to their new eCommerce presence.

The new website increased internal operational efficiencies. To make

the site more intuitive for CSRs, no separate or internal interface was developed for the CSR team. CSRs enter phone orders using the same web-based interface available to their eCommerce customers, with a few additional features based on their role. The result is that an order now takes just 16 minutes to enter—a reduction from more than one hour before the website launched. And CSR training on order entry, which formerly took months, is now done in only a few minutes. Operational efficiencies equal more profit.

SPSCI has achieved incredible results in a very short time since launching the site. It's made them more competitive and provided them with an asset to attract and retain new customers.

LYONSCG

eCommerce Realized!

LYONSCG is the premier eCommerce Digital Agency dedicated to helping businesses maximize their online potential. We are proud to have served hundreds of brand, retail and B2B customers with solutions that provide creative, robust and profitable eCommerce websites. LYONSCG offers a complete suite of eCommerce services including digital strategy, digital marketing, experience design, platform implementation, application development, application hosting and support. LYONSCG is eCommerce Realized!

