

erpCommerce™

Powers Prime Distributors' Quick-to-Market Solution



PRIME DISTRIBUTORS is the largest and most established food distributor in the Caribbean Islands, headquartered on the beautiful island of St. Martin. The company has a thriving operation that includes wholesale food service, cash and carry and a club store. When Prime Distributors sought to quickly expand its offering to include an online shopping platform, one solution rose to the top – erpCommerce™ from Pixafy.



Company

Prime Distributors

Industry

B2B & B2C Food and Beverage

Challenges

Prime Distributors runs a thriving, multi-faceted operation, but the global pandemic brought its in-person operations to a near halt.

Key Outcomes

- Live in less than 100 days
- Seamless integration with Sage X3 keeps both store and ERP in perfect sync
- Accommodates multiple languages, currencies and payment methods
- Support for UOM matrix and contract pricing ensures accuracy
- Agile, scalable platform supports expansion into new territories

Technology Solutions

- erpCommerce™
- Sage X3
- Magento
- Dell Boomi

Pandemic panic accelerates action

"We were planning to launch an eCommerce initiative later in 2020, but the pandemic changed everything," explains Jared Ramkellowan, eCommerce/IT Manager for Prime Distributors. "Instantly tourism stopped, drying up our wholesale and food service operations, and in person shopping dropped off, threatening our cash and carry and club businesses. We needed a robust eCommerce solution we could get up and running in a very short period of time."

ERP integration powers the experience

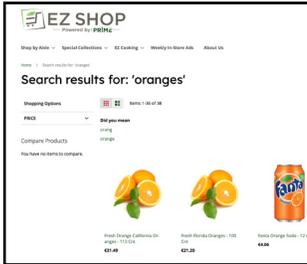
Prime Distributors relies on Sage X3 as its ERP solution and sought an eCommerce solution that would deliver integration. "We wanted Sage X3 to be our single source of the truth," says Ramkellowan. "It holds all of our customer and all of our inventory information. We didn't want to have to duplicate that information in an eCommerce application and then work to keep the two systems in sync. That's one of the main reasons we selected erpCommerce™."

The solution's tight integration with Sage X3 proves its value in multiple ways. erpCommerce™ facilitates bi-directional synchronization of the data between the store site and Sage X3. For example, as new customers visit the online store and place orders, the solution creates the orders in Sage X3 automatically. As inventory SKUs are added or changed in Sage X3, the item information, including pricing and availability is passed through to erpCommerce™ in real time.

"As customers shop through erpCommerce™, we know their shipping and billing addresses, their credit terms, their customer-specific pricing and how many of each item we have available – all from Sage X3," explains Ramkellowan. "Once the order is placed, it passes automatically into Sage X3 for fulfillment, and upon shipment, erpCommerce™ is updated with the details."

“With erpCommerce™ we were able to pivot quickly and execute at pace, capturing revenue we might otherwise have missed and setting the business up for the future.”

Jared Ramkellowan, eCommerce/IT Manager, Prime Distributors



Global, flexible eCommerce

In addition to having both wholesale (B2B) and retail customers (B2C), Prime Distributors sells in multiple currencies, in multiple languages, across multiple countries and through multiple payment methods. “The Caribbean is a global melting pot,” explains Ramkellowan. “Sage X3 supports this global model well, allowing us to cater to all of our customers. We needed our eCommerce application to do the same, and erpCommerce™ does. Our customers can shop in their language and pay in their currency – on account, in cash at our stores or using their credit card.”

Like food brokers everywhere, Prime Distributors sells items such as produce in multiple units of measure. Oranges, for example, are represented by a single SKU in Sage X3, but might be sold by the each in the stores and by the case or the pallet to wholesale accounts. Most eCommerce applications would require that Prime Distributors establish multiple SKUs to represent the different units of measure, but not erpCommerce™. “Because we’re able to sell the same item in multiple units of measure, our available quantity counts are always correct,” says Ramkellowan. “The software won’t say we don’t have a single orange in stock when in fact we have a full case of oranges. It’s another way erpCommerce™ supports the way we do business.”

\$5 million in online sales in year one

Working closely with the Pixafy team, Prime Distributors was able to go live with erpCommerce™ in under 100 days. “It was an impressive accomplishment, especially considering all the complexities in our operation,” notes Ramkellowan.

Now, Prime Distributors is busy promoting its new eCommerce site to customers and prospects. “Ultimately we want to move at least 10% of our food service sales and 5% of our club sales business online. We expect the site to generate nearly \$5 million in sales the first year and grow from there.” With the confidence that erpCommerce™ can handle multinational transactions, Prime Distributors plans to expand its online reach to additional neighboring islands and countries.

“We made the best decision selecting erpCommerce™, concludes Ramkellowan. We got the best solution and had it live in the shortest amount of time. With erpCommerce™ we were able to pivot quickly and execute at pace, capturing revenue we might otherwise have missed and setting the business up for the future.”



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ERP and eCommerce Specialists

Pixafy is not your traditional eCommerce agency. We are the erpCommerce agency that is laser focused on a single solution: Unleashing the power of our clients’ B2B and B2C eCommerce, powered by the ERP systems that run their businesses.