

Clipper Retail

Client Success Story

Experlogix Digital Commerce B2B eCommerce Labels Retail Accessory & Security Solution Provider as Market Leaders

Experlogix Digital Commerce WebShop streamlines business processes and maximises customer service for Clipper Retail Collective.

Experlogix Digital Commerce for SAP Business One Proves Best Solution for Clipper Retail

WebShop, the B2B eCommerce solution from Experlogix Digital Commerce with real-time integration with their SAP Business One ERP is the solution of choice for Clipper Retail and Sekura Global.

The Company

Clipper Retail and Sekura Global are part of the Clipper Retail Collective group.

Clipper retail is one of the largest providers of retail accessories across the UK and Europe and has been supplying proven products and solutions for retail labelling and display to blue-chip retailers since 1977.

Sekura Global is the retail security distribution division of the group and was set up in 2012, selling retail security solutions across the UK, Europe, US and more recently Canada.

PRODUCTS AND SERVICES

SAP Business One and Experlogix
Digital Commerce WebShop

BENEFITS

- **Real-Time Integration:**
Integrate in real-time with your ERP software
- **Streamline Process:**
Considerably streamline your ordering process
- **Speed up Ordering Process:**
Speed up the ordering process with less re-keying
- **Place Direct Orders:**
Save time by placing orders directly to your ERP

COUNTRY

United Kingdom

The Challenge

The SAP Business One ERP system, provided by their SAP Partner, Seidor UK, is central to business operations across the group and in all regions.

A desire to enhance customer service with online ordering and access to B2B customer accounts, coupled with a drive to streamline business processes by minimising the drain on resources that manual order processing created, meant the right B2B eCommerce solution was a logical step for the company.

The company had also undertaken a rebranding exercise to refresh and realign the various brands across the business, so mirroring this online was essential. Both Clipper Retail and Sekura Global needed to be represented in their own right with their differing brand and product offerings clear.

After consultation with their trusted SAP Partner, Seidor UK, it was clear that an eCommerce solution fully integrated with SAP Business One was needed. It could give their customers access to the live pricing, stock and my-account information held in SAP Business One. It would be vital to achieving the customer service enhancement and reduction in manual order processing that prompted their search for a solution.

The Solution

Seidor UK, introduced the Clipper group to Experlogix Digital Commerce. Through their partnership with Experlogix Digital Commerce Seidor knew that the Experlogix Digital Commerce Platform for SAP Business One would fit their requirements perfectly and the close working relationship between ERP and eCommerce providers and systems would help Clipper to succeed digitally in the long term.

Focussing on the UK market initially for Clipper Retail, followed by a UK, US and Canadian launch for the Sekura Global brand, the group chose a B2B eCommerce solution for Clipper Retail and Sekura Global as independent brands in their respective regions.



WebShop from the eCommerce suite of products on the Experlogix Digital Commerce Platform, provided real-time integration with SAP Business One as well as the functionality and brand critical design capabilities they needed.

With real-time customer-specific pricing, live stock availability and 24/7 access to online ordering and my-account information such as invoices, order history and recently ordered products, all direct from SAP Business One, customer service is strengthened. Plus, with orders from the WebShop going straight into the customer account in SAP Business One, manual processing could be a thing of the past.


The flexibility of the Experlogix Digital Commerce Platform means the group can grow and scale their business easily online. Launching further brands and connecting into other existing and future regions and markets will be easily attainable for the Clipper group using their existing ERP integration.

The Experlogix Digital Commerce Platform offers a full suite of integrated SaaS solutions including eCommerce, Mobile apps and eProcurement solutions, meaning anything is possible.



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Want to learn more?
Speak with one of our experts.

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