



Stock in the Channel

# Aspen Solutions

Building a bespoke Customer Portal  
seamlessly integrated with NetSuite

Case Study



## The Brief

European MSP Aspen Solutions had been a Stock in the Channel customer since 2015 using our stock & prices engine to help serve thousands of customers.

When Aspen told us they wanted to build an eCommerce platform for their customers, we helped them reach their full aspirations: to run the online branded sales portal through NetSuite. We introduced them to our Modern Selling suite to enhance the online sales process for both Aspen's sales team as well as their customers.

### Key Project Needs:

#### Customer Portal

Fully populated with products for customers to purchase, with the ability to track and return orders.

#### Quote to Order Process

Automated ordering as soon as the offer is approved, all without leaving the platform.

#### NetSuite Integration

Seamlessly syncing Aspen's ERP & CRM system with Stock in the Channel.

Product	SKU	Qty	Distributor	Distributor SKU	Cost	Price	Total Cost	Total Price	Profit	Margin
Exchange Online (Plan 1) (Monthly Pre-Paid) + Add notes	195416c1-3447-423e-b37b-ee59e99e19d4	1 ordered 1 on order 2.6/Not	Ingram Global	195416c1-3447-423e-b37b-ee59e99e19d4	£2.56	£3.00	£2.56	£3.00	£0.44	14.67%
Office 365 Business Premium (Monthly Pre-Paid) + Add notes	031c9e47-4802-4248-838e-7789b1d2c05	3 ordered 2 on order 2.6/Not	Ingram Global	031c9e47-4802-4248-838e-7789b1d2c05	£3.02	£9.40	£24.06	£28.20	£4.14	14.68%
Office 365 Business Premium (Monthly Pre-Paid) + Add notes	031c9e47-4802-4248-838e-7789b1d2c05	1 ordered 1 on order 1.6/Not	Ingram Global	031c9e47-4802-4248-838e-7789b1d2c05	£5.98	£8.18	£5.98	£8.18	£2.20	14.65%
Office 365 Business Premium (Monthly Pre-Paid) + Add notes	031c9e47-4802-4248-838e-7789b1d2c05	1 ordered 1 on order 1.6/Not	Ingram Global	031c9e47-4802-4248-838e-7789b1d2c05	£3.09	£5.07	£3.09	£5.07	£1.98	14.74%
Office 365 Business Essentials (Monthly Pre-Paid) + Add notes	b6928f12-028f-4927-b6a2-ee2861d2901c	1 ordered 1 on order 1.6/Not	Ingram Global	b6928f12-028f-4927-b6a2-ee2861d2901c	£3.21	£3.80	£3.21	£3.80	£0.59	15.53%
Subtotal					£42.50	£49.85	£49.85	£7.35	14.74%	
Ingram Global					£0.00					
Delivery					£0.00	£0.00	£0.00	n/a		
Total (exc. VAT)					£42.50	£49.85	£49.85	£7.35	14.74%	
VAT (0.00%)					£0.50	£0.97				

## Automated CSP Billing

Keeping track of cloud product usage and subscriptions is incredibly time consuming, especially when your customers have large numbers of seats to stay on top of. Our newly built automation brings Aspen's CSP billing onto one pane of glass by importing subscription information and scheduling invoices as Sales Orders and Purchase Orders so that they're always visible and can be processed just like hardware.

## Individual User Experience

Aspen wanted to give customers the most considered experience possible, so every user gets a personalised dashboard using their details and company branding, complete with set permissions to purchase or request items from their manager, depending on their role. To help keep customers on the right track, Aspen select which products each customer account can see, so that everyone always gets the best deal.



# Modern Selling Platform

We believe our B2B Customer Portal lies at the heart of a great digital sales experience. The following core suite of tools were implemented for Aspen, and are available to all resellers. Over 20 further digital features are available on request such as those highlighted in the right hand box.

## Core Tools

- Magento 2.3 Webstore
- Real-time Stock + Prices
- Rich Product Content
- Pricing Rules
- Multi-currency
- Credit Limit Checks
- Payment Card Tokenization
- Accounts + Contacts
- Global User
- Webstore Hosting

## Aspen: Key Features

### Personalised Dashboards

Every customer experiences their own 'version' of the portal by using their Account's branding, as well as displaying their personal details. Complete the user experience with banner announcements and triggered messaging to assist sales at just the right moment.

### Custom Catalogues + Pricing

Portal admins can tailor product and service offerings to individual customers or groups by hiding certain categories. Pricing rules can also be set by account, giving each customer a purchasing experience unique to their business.

### Collaborative Quoting

Customers can purchase directly, request for quote (RFQ) or convert quotes into a basket. To streamline sales even further, users can send back live quote notes to their account manager to review and action if appropriate.



“

Our Stock in the Channel integration has increased automation, profitability and productivity across our business. The onboarding team were fantastic and we would happily recommend to any other NetSuite users.

”

Mhairi Beeby  
Aspen Head of Sales



Stock in the Channel

# Thank You

We hope you have enjoyed exploring our Aspen Solutions project. If you'd like to discuss a new launch or digital transformation project, please contact us to get started.

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