

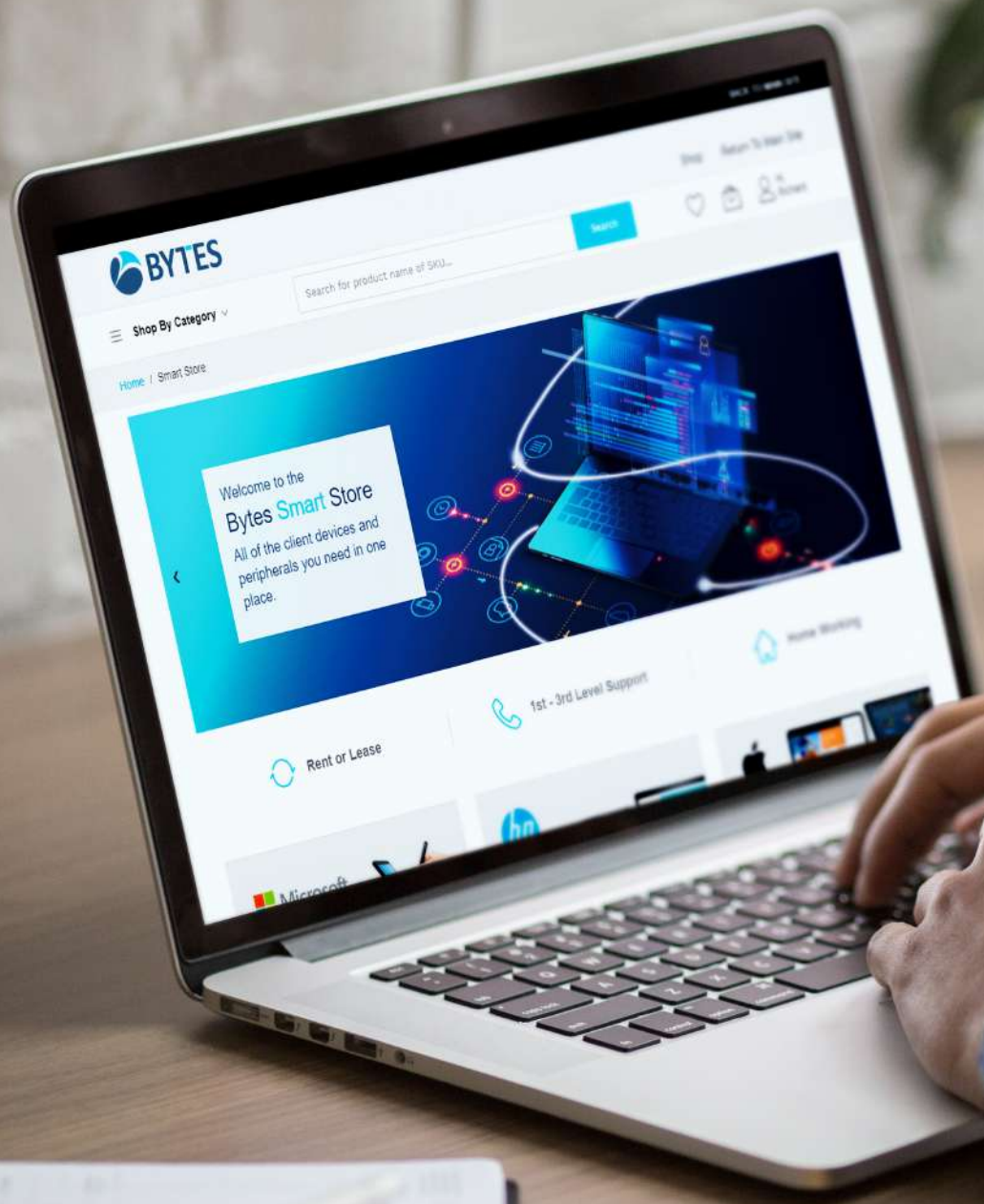


Stock in the Channel

Bytes Smart Store

Building a Customer Portal to simplify hardware sales through an all-in-one platform

Case Study



The Brief

Six months before their IPO debut on the London and Johannesburg stock markets, Bytes Technology Group approached us to help build a Customer Portal that would allow them to seamlessly sell hardware to their existing customer base.

With a clear vision and leadership from Bytes' Business Development Director, we were able to design and launch a best in class digital purchasing experience.

Key Project Needs:

Customer Portal

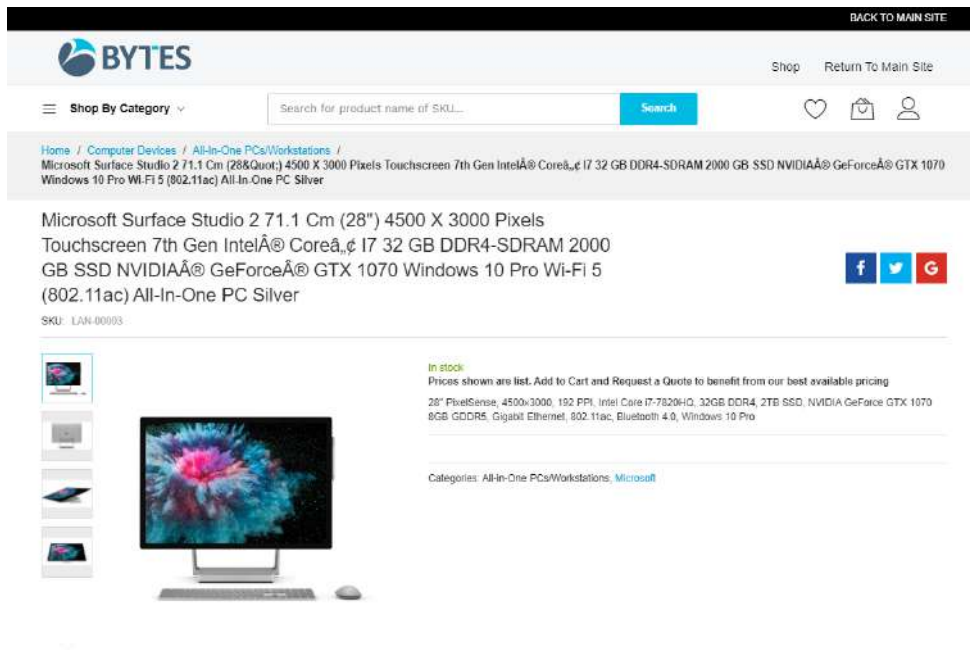
Create a 'Smart Store' offering exceptional service to customers; fully populated with rich product content and up to date with live stock and prices.

Bespoke Dashboards

Personalising the experience for each end-user with company logo, messaging and account overview.

Request For Quote

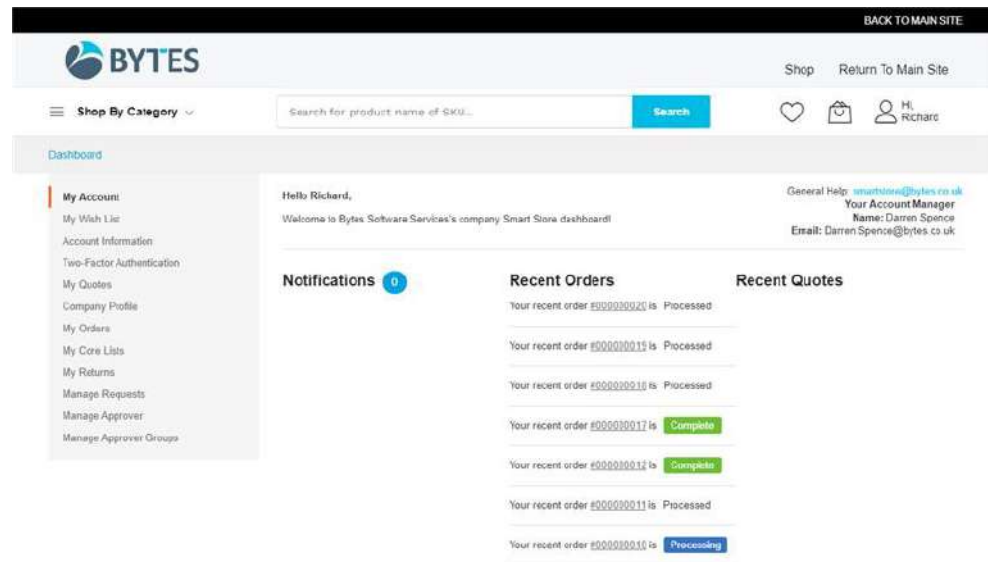
Empower customers to send an RFQ to their Bytes account manager and make purchasing as simple as can be.



Product Import & Data

Using Stock in the Channel's datafeed, the Bytes Smart Store is populated with over 50,000 IT and office products available directly from Bytes' distributors. Every product is matched with rich content supplied by Icecat, such as imagery and long descriptions.

Stock and prices are automatically updated every morning to ensure that all information is accurate.



Accounts & Contacts

For MSPs like Bytes with vast numbers of customers, it can be challenging to provide a personalised experience for each end-user. Our Customer Portal dashboard offers a shared digital space to include their personal details, company information and logo. Alongside presenting Recent Orders and Recent Quotes, Bytes' account managers are also able to write direct messages based on promotions or in response to customer requests.

Webstore: Markups

Stock Threshold: 0

Days before end of life: 30

Global Markup: 10.00 %

Amazon ASIN Min Rating: []

Product	Category	Brand	Distributor	Cost	Markup	Product Price	Distribution Rules	Product Rules
Server				£0.00 - max	Markup Percentage: 20.00%			
Cable Locks	Hewlett Packard Enterprise			£10.00 - £75.00	Markup Percentage: 15.00%			
Case Accessories				£0.00 - max	Markup Percentage: 0.00%			
Boards	3M			£0.00 - max	Markup Percentage: 20.00%			
Mice	Logitech			£5.00 - £30.00	Markup Percentage: 12.00%			
Large Home Appliances	2-Power			£0.00 - max	Markup Percentage: 12.50%			
Computers				£0.00 - max	Markup Percentage: 7.50%			
Boards				£0.00 - max	Markup Percentage: 12.00%			
				£0.10 - £10.00	Markup Price: £10.00			
				£20.01 - £50.00	Markup Percentage: 15.00%			
				£10.01 - £20.00	Markup Price: £5.00			
				£0.01 - £10.00	Markup Price: £15.00			

Customer Groups: Existing Groups: [Please Select] Create New: [] Save

Customer Group Pricing & Catalogues

The Customer Portal is designed to be an extension of a customer's account preferences and history. This includes highly personalised pricing, so that Bytes customers can enjoy pre-defined pricing rules that are automatically applied to quotes and orders. Similarly, customers are shown a tailored product selection to help their purchasing journey - complete with margin rules automatically added, set by category, brand or cost.

Request Quote

Please can we provide best price

Image	Product Name	Qty	SKU	Price
	Microsoft Surface Studio 2 17.1 cm (2017) 4500 x 3000 pixels Touchscreen 7th gen Intel® Core™ i7 32 GB DDR4-SDRAM 2096 GB SSD NVMe PCIe Defrisclosure 0771 1078 Windows 10 Pro WFL E (802.11ac) All-in-One PC Silver	1	LAH-49803	£3,351.59
	ASUS ProArt StudioBook Pro X W7300ST-H850T Notebook 43.2 cm (17") 1920 x 1200 pixels Intel Xeon E 64 GB DDR4-SDRAM 4098 GB SSD NVMe Quadro RTX 5600 (16GB) 11th Gen Intel Core i9-11900 Windows 10 Pro Gray	1	W7300ST-H810AR	£5,185.63
	Lenovo ThinkStation P120 W2275 Tower Intel Xeon W 16 GB DDR4-SDRAM 512 GB SSD Windows 10 Pro for Workstations Workstation Black	1	01BE00HUK	£2,889.41

Request Quote

Request For Quote

Our RFQ feature has been designed to streamline online negotiations. Depending on an end-user's Purchase Authority, they can build a basket of products and ask their account manager to quote.

This quote can be commented on in real-time to allow both Bytes and the buyer to reach an agreement: all without leaving the Customer Portal.

Modern Selling Platform

Our B2B Customer Portal has been designed to ensure a great digital sales experience. The following core suite of tools were implemented for Bytes Technology Group 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 2.4 Webstore
- Real-time Stock + Prices
- Rich Product Content
- Pricing Rules
- Multi-currency
- Credit Limit Checks
- Payment Card Tokenization
- Accounts + Contacts
- Global User
- Webstore Hosting

Bytes Customer Portal: Key Features

Purchase Authorisation

Depending on your customer's business, users can be given different purchasing powers. Enable all contacts to buy independently by setting rules based on user roles - or send the request to a more senior team member.

EDI Order Automation

Powered by Stock in the Channel's quote and order tool, the Customer Portal is a single, reliable gateway for sending electronic purchase orders to suppliers. Order details such as tracking and serial numbers are automatically synced in all party's systems without any re-keying required.

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.



Stock in the Channel

Thank You

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

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“

Stock in the Channel were able to instantly understand and provide solutions to our commercial challenges. Their Customer Portal solution was designed quickly and implemented alongside the Bytes in-house team, we're thrilled with the result and our customers find the platform easy to use on a day-to-day basis.

”

Darren Spence
Business Development Director
Bytes Technology Group