



Stock in the Channel

# Paragon Micro UK

How we built an end-to-end platform  
to launch a reseller in the UK market

Case Study



## The Brief

US-based \$150m reseller Paragon Micro wanted to launch their UK operation - and they wanted to do it fast. The new business would require everything a reseller needs to launch: the ability to build quotes for clients; process orders from suppliers; a seamless accounting solution; as well as an online portal for customers to directly order online.

Having worked with Stock in the Channel before, Paragon Micro UK's newly appointed Managing Director Donovan Hutchinson contacted us to get the job done.

### Key Project Needs:

#### Quote + Order Engine

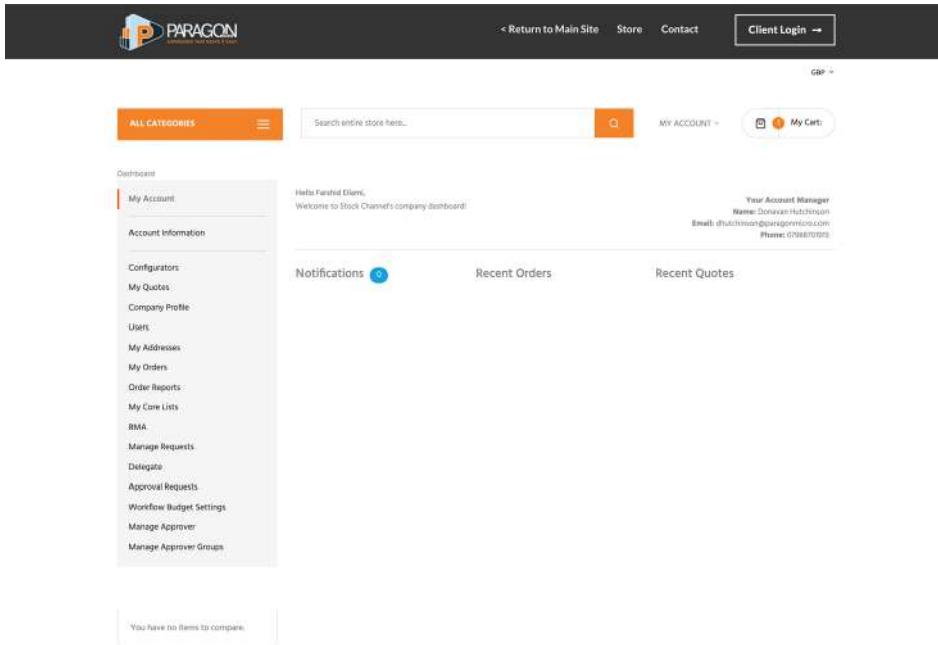
To propose the best stock and prices for customers.

#### Integrations

A solution that worked seamlessly with 'out the box' software instead of building products from scratch.

#### Customer Portal

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



## Personalised Customer Portal

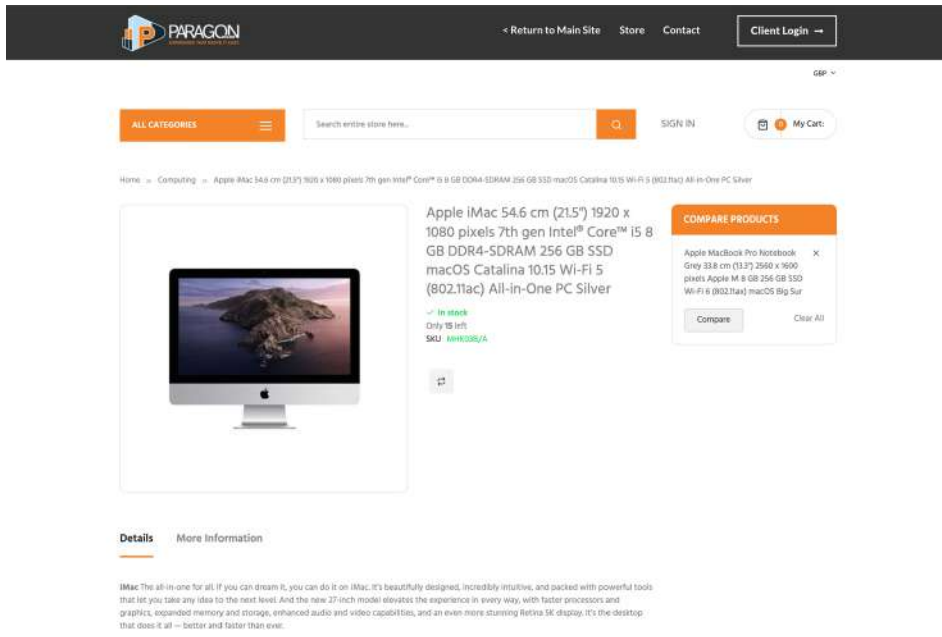
Many of Paragon Micro UK's first customers were also local divisions of businesses they worked with in the US. It was essential for our solution to deliver a personalised experience that feels like it has been designed for every user. We created a digital environment that allows for a dialogue and relationship where account managers can onboard customers with updates, messages and personalised promotions.

Product	SKU	Qty	Distributor	Distributor SKU	Cost	Price	Total Cost	Total Price	Profit	Margin	
Hewlett Packard Enterprise ProLiant DL380 Gen10 server Intel Xeon Silver 2.2 GHz 32 GB DDR4 SDRAM 72 TB Rack (2U) 500 W	P20174-821	1	Tech Data	5431252	£1,447.66	£1,523.85	£1,447.66	£1,523.85	£76.19	5.00%	
Apple iPad Pro 32.8 cm 12.9" 256 GB Wi-Fi 6 (802.11ax) Grey IPAD05	MXAT2B/A	1	Ingram Micro	4794VL5	£832.61	£876.43	£832.61	£876.43	£43.82	5.00%	
Apple iPhone 12 15.5 cm 6.1" 512 GB Dual SIM 5G Red (OS 14)	MQ738/A	10	Tech Data	6190143	£620.00	£686.85	£6,200.00	£6,868.50	£668.50	9.73%	
Subtotal							£8,480.27	£9,268.78	£788.51	8.51%	
APC SMT3000RM2UC uninterruptible power supply (UPS) Line-Interactive 3000 VA 230V 49 9 AC swtch(5)	SMT3000RM2UC	1	Ingram Micro	270C932	£1,447.49	£1,523.67	£1,447.49	£1,523.67	£76.18	5.00%	
Lenovo ThinkPad X13 Yoga Hybrid (2-in-1) 33.8 cm (13.3") FHD x 1080 pixels Touchscreen 10th gen Intel® Core™ i5 8 GB DDR4-SDRAM 256 GB SSD Wi-Fi 6 (802.11ax) Windows 10 Pro Black	20SX040UK	1	Westcoast	20SX040UK	£1,040.82	£1,095.60	£1,040.82	£1,095.60	£54.78	5.00%	
Subtotal							£10,968.58	£11,888.05	£919.47	7.71%	
Ingram Micro - Next Day							£0.00				
Tech Data - Standard Next Day Delivery							£0.00				
Westcoast							£0.00				

## End-To-End Quoting + Order

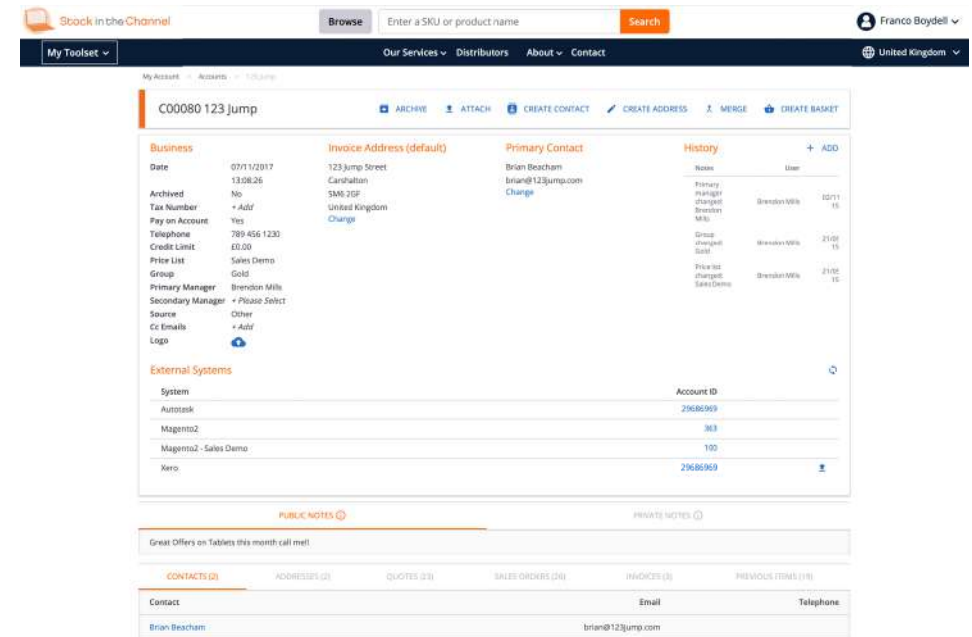
Using our powerful back-end solution, Paragon Micro were able to quickly connect their preferred suppliers to quote and drop-ship orders directly to customers.

Our advanced pricing engine was implemented to create pre-determined rules for different customers, ensuring that Paragon Micro UK always offers the most appropriate costs to clients. .



## Straightforward Online Purchasing

Providing customers with an eCommerce solution would allow Paragon Micro to scale without hiring a large number of account managers to process orders. Instead, customers can view and buy products directly as they would in their consumer lives. Smart additional features such as Collaborative Quoting allows seamless online negotiation, while Purchase Authorisation allows different tiers of purchasing dependent on the users role.



## Out The Box Integrations

Getting the Paragon Micro UK platform up and running quickly was very important, and fortunately we were able to use our pre-built integrations with third-party software.

We implemented our Xero solution to automatically sync customer account information between platforms without any re-keying, saving huge amounts of time and ensuring the numbers always add up.

# 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 Paragon Micro UK 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

## Paragon Micro UK: 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.

### 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.



“

Having worked with Stock in the Channel before, I was confident that they could deliver the end-to-end platform Paragon Micro needed to successfully launch in the UK. Our digital portal helps our customers take control of their purchasing which gives our team more time to actually manage and grow new accounts.

”

**Donavan Hutchinson**  
**MD Paragon Micro UK**



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# Thank You

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

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