Stock in the Channel

Paragon Micro UK

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

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 Donavan Hutchinson contacted us to get the job done.
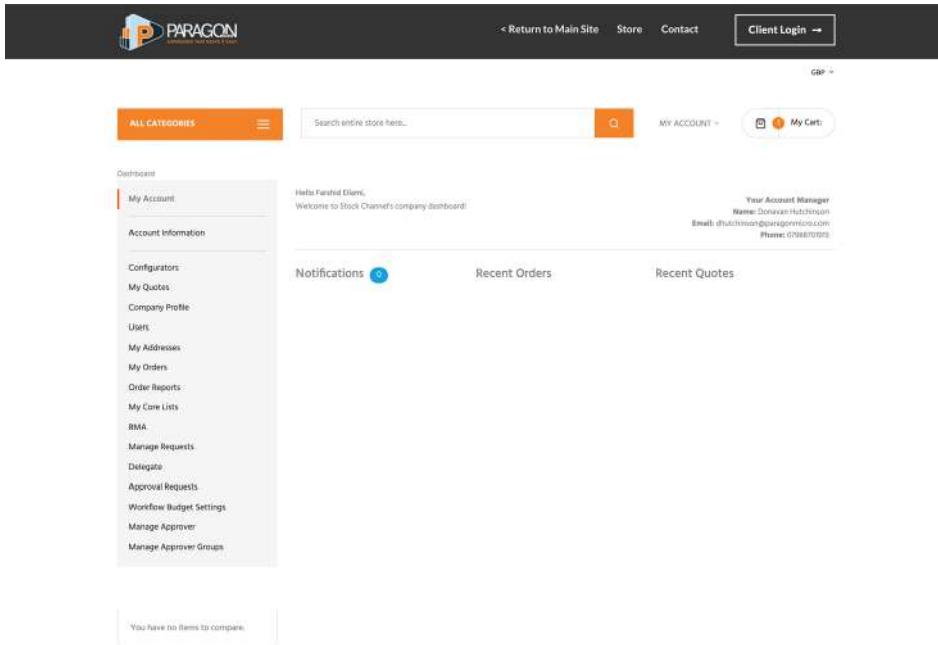
Key Project Needs:

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.

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. .
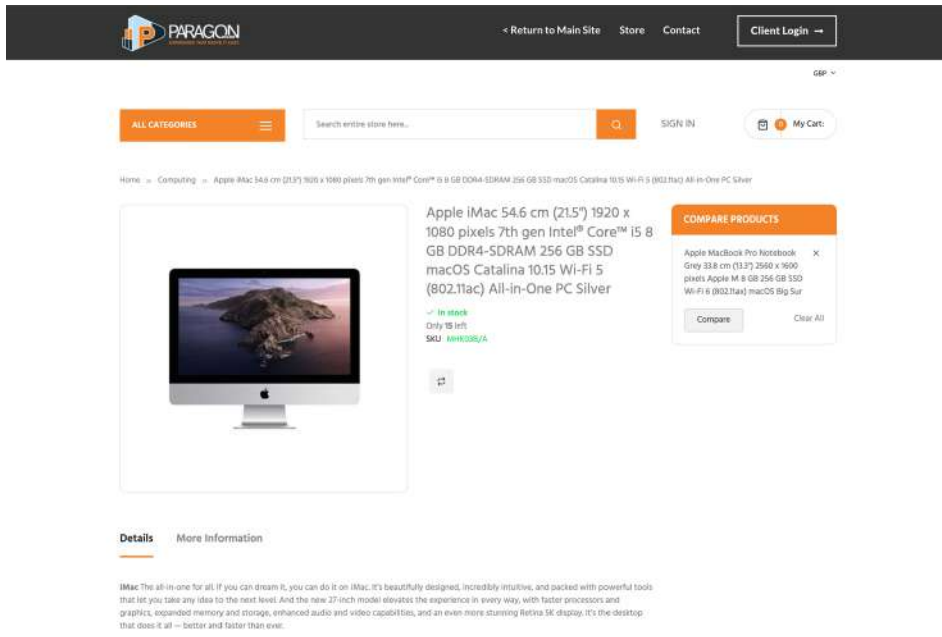
Straightforward Online Purchasing

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.
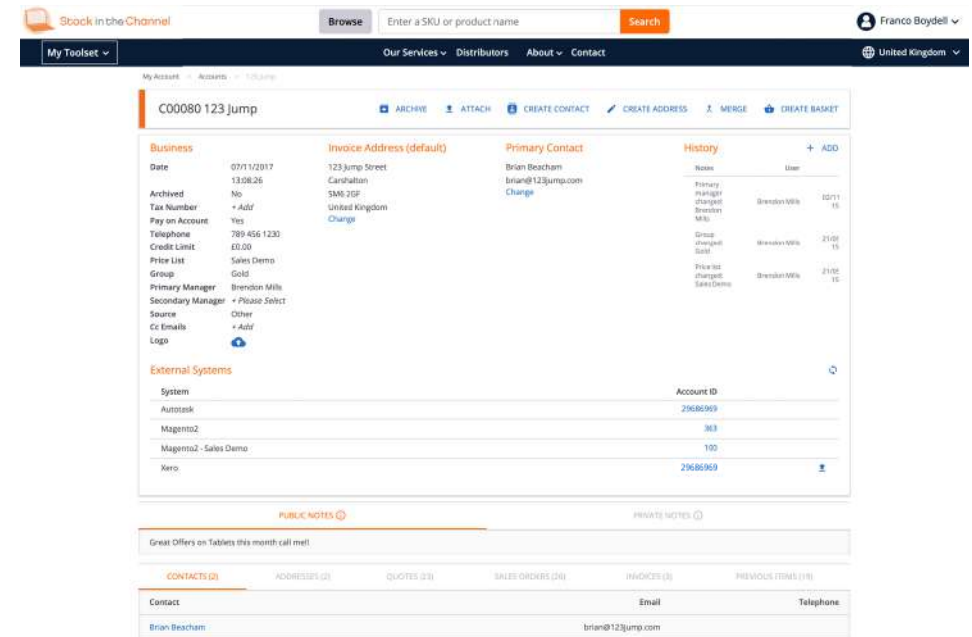
Out The Box Integrations

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.

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Having worked with Stock in the Channel before, I was confident that they could deliver the end-to-end platform Paragon Micro needed to successfuly 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.

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Donavan Hutchinson
MD Paragon Micro UK

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 proejct, please contact us to get started.

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