

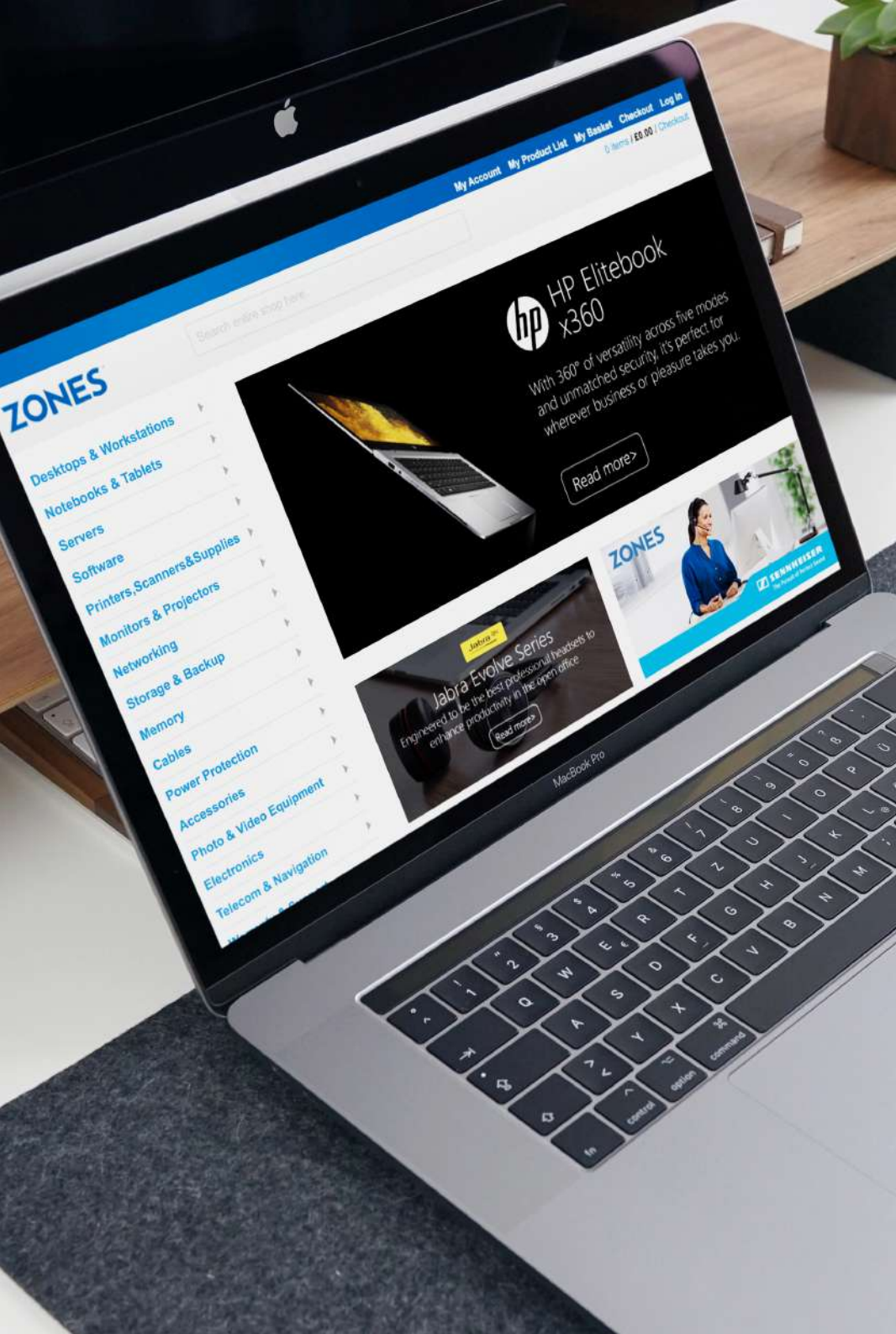


Stock in the Channel

# Zones

Supporting a channel leader launch  
localised portals across multiple countries

Case Study



## The Brief

Zones have been a Stock in the Channel customer since 2014 and over years of working together, the two companies have grown business in the UK as well as European and Canadian expansion. The US company wanted to offer the same high standard of service to all their global clients, so required a consistent method to populate their ERP to be managed from within the one system.

Today, Stock in the Channel datafeeds enable Zones to operate seamlessly in 19 countries using a single, straightforward system with the option of launching as many additional new regions as required.

### Key Project Needs:

#### Uniform Data Provision

Standardise complex distributor data sources to populate catalogues in multiple territories.

#### Localised Rich Product Content

Utilising our longstanding partnership with Icecat to present local language content for each catalogue.

#### Support Migration to Dynamics

Produced an all-new catalogue format to Zones' specification in order to populate the ERP.

# ZONES



- United Kingdom
- Canada
- Austria
- Belgium
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hungary
- Italy
- Latvia
- Netherlands
- Poland
- Portugal
- Spain
- Sweden
- Switzerland

## Powered by Stock in the Channel

In order to support Zones' ERP move, Stock in the Channel wrote a new file type publish that would consolidate all supplier's products and normalise the data, populating a definitive catalogue on Dynamics. This way Zones' team can run business from within their ERP with live stock & prices for millions of IT products.

Following the success of the UK eCommerce engagement, Zones and Stock in the Channel worked together to replicate the model across Europe and Canada, creating new regional instances of Stock in the Channel featuring distributors from each territory, launching sites such as CanalStock and StockRadar along the way.

## Ready-to-Use eCommerce

To support Zones Global Clients, Stock in the Channel built Magento eCommerce stores for each region, fully populated with products from their suppliers in each country. Rather than being used as Zone's main sales channels, instead local customers have the option to self-serve online or speak to their account manager directly; giving everyone - from the Zones' team to their customers - the most flexible and straightforward options to aid the sales process.

## ZONES

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The Stock in the Channel team have always been responsive and supportive of our complex business requirements. Providing visibility and functionality to our Global customers is no easy task and has certainly been made more achievable through our collaboration and use of the tools provided by Stock in the Channel.

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**Paolo Picone**  
**Director of Business Systems**



Stock in the Channel

# Thank You

We hope you have enjoyed exploring our work with Zones.  
If you'd like to discuss a new launch or digital transformation  
project, please contact us to start the conversation.

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