



KLAUSSNER CASE STUDY



In 2018, Klaussner Home Furnishings began a project to move from its homegrown vendor portal to the robust enterprise-class Salesforce Commerce Cloud eCommerce platform to better serve their B2B and B2C needs with a single code base. During the onboarding process, Klaussner encountered several hurdles which slowed their move to the new platform:

- They lacked a central product database, making it tedious to merchandise products across channels.
- Klaussner needed to move data from a highly-customized and aging IBM AS/400 to a newer eCommerce platform.
- They needed to quickly deploy multiple new websites on the Salesforce Commerce Cloud B2C eCommerce platform.
- Klaussner technical resources did not have the capacity to dedicate the time required to ensure project success.





To solve these challenges, Ignition Commerce worked closely with Klaussner to streamline business functions with less than 80 hours needed from the Klaussner IT group to complete the project.

- Ignition deployed its Transform middleware tool to integrate the data between the AS/400 and the Salesforce Commerce Cloud platform in under three weeks. Instead of direct integration, Transform acts as a real-time “translator” between the data formats, allowing sending and receiving natively, without requiring changes to Klaussner’s existing system.
- Ignition also integrated with Klaussner’s Salsify PIM since some of the necessary product data was stored outside of the AS/400. No changes to the PIM were required.
- Ignition designed a reference architecture storefront, allowing Klaussner to spin up multiple B2C and B2B sites quickly. Ignition also created unique price books with customized discount tiers for retail partners ordering through the portal.
- Ignition developed custom territory rules so Klaussner’s retail partners could only view and order products that were “whitelisted” in their territory contract.
- Ignition deployed its product customization tool enabling real-time pricing and image display based off thousands of possible product options.



Results:

- Klaussner launched on time and on budget with zero open tickets in the backlog.
- Klaussner business users can successfully edit integrations to the AS/400 with virtually no technical training, providing them far greater control over catalog data than ever before.
- Klaussner leveraged the new integration platform to ensure its largest retail partner has real-time inventory for all products.
- The Klaussner business lead has routinely praised Ignition Commerce saying:

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There is no other partner that could have offered the excellent solutions Ignition Commerce delivered for us. This has been so different from my other experiences with system integrators.... I just love working with them. - Heather Teasley, VP of Digital Services at Klaussner Home Furnishings

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About Klaussner Home Furnishings:

Since 1963, Klaussner Home Furnishings has been the *leading solutions provider to the furniture industry*. Our mission is simple: to provide value-driven product, constant innovation, speed-to-market and total customer satisfaction. Through strategic acquisitions, domestic and overseas partnerships and state-of-the-art inventory control and manufacturing/shipping options, Klaussner has created a vertically integrated furniture powerhouse with one of the fastest delivery times in the industry. Asheboro, North Carolina is home for 10 manufacturing plants, one warehouse and one distribution facility as well as the company's corporate headquarters.