



Industry: Aviation

Products Used: Commerce Cloud

Challenges

- Struggling to manage multiple systems for Ecommerce store and CRM needs.
- Accommodate the existing system i.e. Avsight to work in sync with B2B store.
- Needed the ability to Quote/Back Order while placing the Order.
- As a B2B business, needed the solution to bulk Order Products using csv or excel file of Products.
- Have Avsight condition code wise pricing on store.
- Sell the same product as New as well as renew(old) with ease of user experience.

Solution

- Create Salesforce B2B Commerce Store front with customizations to accommodate below -
- Custom reports, dashboards and list views for CRM purposes.
- Write custom logic to sync Avsight package with B2B Commerce Products and Orders.
- Create custom "Add to Cart" and few other components to have feasibility of back order and Add to Quote.
- Custom PDP to accommodate condition code functionality by Avsight package.
- Created a custom component for placing a bulk Order just by uploading a CSV file on Storefront.
- Accommodated Product Variations feature to Accommodate the need of selling new and old versions of same products with different prices.

Benefits / Highlights

- Client had a ROI increase of 25% as all the data came in 1 place which helped in removing all the efforts, time, manpower and human errors needed for manual work of syncing.
- Dynamic dashboards helped to take critical business decisions.
- Connection of Avsight data with Salesforce B2B Commerce Products and Orders was a great win to have Aviation industry leading Management Software communicate with StoreFront in real time.
- Many other custom-developed features according to business needs like Bulk order, Back Order, Related products, replacement product purchase, etc made the system more robust and powerful.
- Custom PDP designed according to the requirement so that different condition codes can be used to place order.

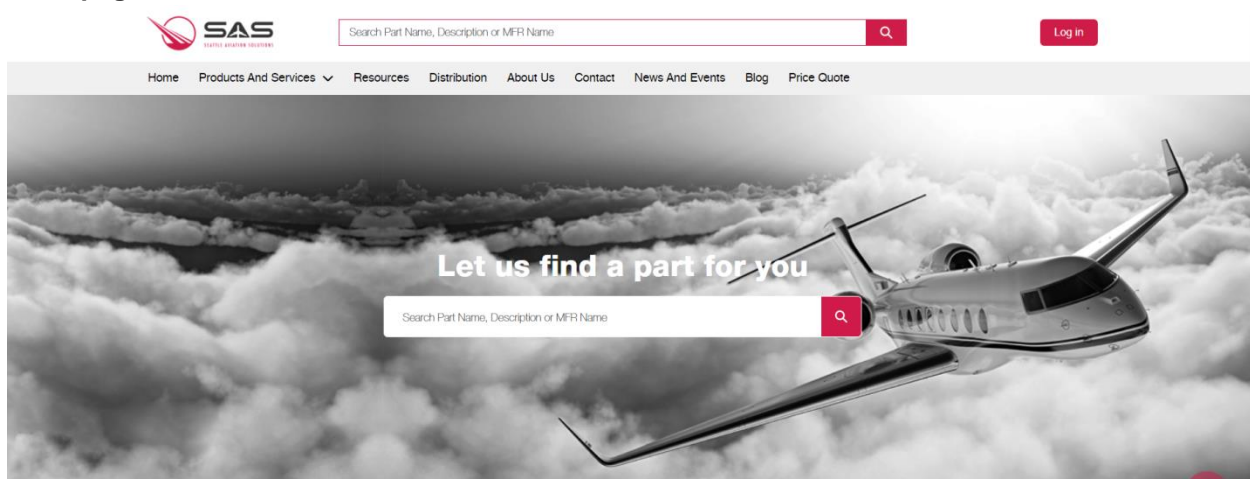
Snapshot (Storefront setup to Customer Feedback)

Setting up a storefront:

Standard OOTB allows users to drag and drop the component using "Experience Builder". Setting up a storefront, creating catalogs, assigning products to those catalogs, entitlement policies, setting up a buyer user.

Here we have done almost the entire storefront custom including the homepage, PLP, PDP and cart. The requirement was to accommodate certain things that were not an OOTB feature of Salesforce.

Homepage:



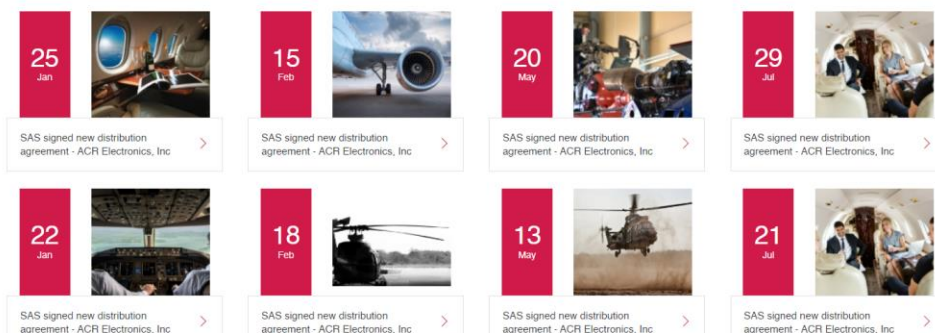
Your single source for Beechcraft, Cessna, and Hawker parts.

Our team is active 24x7 across the globe. Our two distribution units are capable to reduce the delivery time of spares, ensuring operators have the right parts at the right time

matter most to our customers. We also supply the parts and materials need to get the job done. Whether it's an engine for a commercial aircraft or helicopter blades for a military operation, we supply the best materials at the best prices.

an online, searchable parts inventory available through our Customer Portal, which makes us serve you better. The next generation of thinkers and leaders at SAS work constantly to bring you the best customer experience.

News and Events





We will make you keep flying

SAS's comprehensive inventory management system lets you know where your inventory stands and when to reorder. We continually invest in worldwide parts availability and With 24/7 live support and a global network of 2 parts distribution sites that move nearly 20,000 aircraft parts monthly, fly with confidence knowing you have access to all the parts you need. By providing you with accurate financial records, it also helps you track your company's profitability.

Uncompromised quality and standards

At SAS quality and safety are at the forefront of everything we do. Our robust quality and continuous improvement program ensures that our customers receive the highest level of service and expedited delivery times without compromising quality.



Here we have built the design as per requirement. The theme was set to red, grey and white. Some standard OOTB experience builder tools are also used.

Product PLP:

The screenshot shows a Product Listing Page (PLP) for SAS Seattle Aviation Solutions. The page layout includes a search bar at the top with the text "10 insert" and a "Log in" button. Below the search bar is a navigation menu with links for Home, Products And Services, Resources, Distribution, About Us, Contact, News And Events, Blog, and Price Quote. The main content area displays "1 - 20 of 2559 Products" and offers options for "Grid view" and "List view". A "Products Per Page" dropdown menu is set to "20". The product list contains six items, each with a small image, a product name, and a "VIEW DETAILS" button:

Image	Product Name	Action
	#10 INSERT	VIEW DETAILS
	NAS1836C3-10	VIEW DETAILS
	NAS1836A4-10	VIEW DETAILS
	NAS1836A08-10	VIEW DETAILS
	NAS1836C4-10	VIEW DETAILS
	NAS1836C08-10	VIEW DETAILS

This is a custom built PLP because the requirement was to have two different views for the customer. List and Grid view. Also, the size between the products was customised.

1 - 20 of 2559 Products

Grid view List view

Products Per Page
20



#10 INSERT

[VIEW DETAILS](#)



NAS1836C3-10

[VIEW DETAILS](#)



NAS1836A4-10

[VIEW DETAILS](#)



NAS1836A08-10

[VIEW DETAILS](#)



NAS1836C4-10

[VIEW DETAILS](#)



This is a grid view with the size defined by the client. We also provided the feasibility to show record counts of 20 and 40 per page. Which is not OOTB

Product PDP:

Product detail page is fully customised. We matched the exact figma file provided by the client. Here the requirement was to have a bigger picture of the product image and thumbnails of the rest of the images. Along with that, the condition code section selection was also rendered based on selection and reflected in Product information. The pricing and availability of the product was pulled from SF and shown here. This was designed so flexibly that each and every detail of product was visible on PDP and that too easily.

Part Number **#10 INSERT**

Description We Offer Aircraft Parts and Supplies to Get the Most out of Aviation Ventures.



Condition Code	Availability
<input checked="" type="radio"/> OH - Flat Rate w/OH Core	IN STOCK
<input type="radio"/> RD - Outright	IN STOCK
<input type="radio"/> AI - Flat Rate w/Repairable Core	IN STOCK
<input type="radio"/> NE - Cost Plus	IN STOCK
<input type="radio"/> NE - Flat Rate w/SV Core	IN STOCK

1 [Login to View Pricing](#)


Product Details

Product Information	
Condition : OH - Flat Rate w/OH Core	Weight : 111111111.0000

Have you ever wondered how many airline parts comprise that Airbus you're boarding? Rest assured, the number of parts of a plane is considerable. In fact, today's commercial airliners are made of literally millions of parts.

Location Availability

Broomfield, US - 5 Qty.

UOM : EA	Dimension : 12.0 X 12.0 X 12.0
Available Quantity : 5	Schedule B : Schedule B Test 0007
HazMat Class/Div : HazMat Class/Div Test 0007	Lead Time : STOCK
	Remaining Shelf Life : Expired
	Full Shelf Life : 11111110

Alternate Products



All the fields which can be seen in the above image are pulled from the backend. Here we also provided the location availability based on the warehouse where the product is available.

Custom LWC for alternate products- Based on some filters we have shown the alternate products section where the products can be listed and easily redirected to PDP. This feature does not come from OOTB. It is purely custom-built.

For guest users we were not showing the pricing so created a custom button- Login to view pricing which you can see in the above image.

The customer can also request for a quote if the product is not in stock. For that we created a custom button and entire custom functionality that quote can be requested.

Part Number #10 INSERT

Description We Offer Aircraft Parts and Supplies to Get the Most out of Aviation Ventures.




Condition Code	Price	Availability
<input type="radio"/> OH - Flat Rate w/OH Core	\$100	IN STOCK
<input checked="" type="radio"/> RD - Outright	--	IN STOCK
<input type="radio"/> AI - Flat Rate w/Repairable Core	\$2,000	IN STOCK
<input type="radio"/> NE - Cost Plus	\$100	IN STOCK
<input type="radio"/> NE - Flat Rate w/SV Core	\$150	IN STOCK

1

Product Information

Cart page:

Cart (2) Sort By Newest to Oldest



#10 INSERT
Condition code: OH - Flat Rate w/OH Core
Price per unit: \$100.00 QTY \$200.00 ×

Remove All

Quote (2) SUBMIT REQUEST

Part Number	Condition Code	Quantity	Action
M2555-25	NE	1	
#10 INSERT	RD	1	

Remove All

Cart Total

Total \$200.00

PROCEED TO CHECKOUT

Internal Comments

Line Level Comment

Order Level Comment

INSERT COMMENT

This cart page is fully custom built. The quote functionality which we have given is stored in the cart. This does not come from OOTB. Buyer can request a quote or place the order or both. We have also provided the line-level comment where users can add a comment that gets saved in the backend when an order is generated.

Customer Reviews:

This is the best solution we were looking for. The solution which was implemented gave us the ability to manage and look after only a single platform and manage the business and customer needs -
Mustafa/Steve