

PCCS leverages Salesforce B2B Commerce to scale their digital storefront

Challenge

PCCS was previously selling some products through a WordPress-based storefront and eBay. However, this solution no longer corresponded with their current business needs.

The company also recognized the importance of marketing and required a system in place to support their marketing efforts.

Solution

PCCS partnered with Forte to create a stunning eCommerce storefront (enabled by Salesforce B2B Commerce on Lightning Experience) with all the functionality needed to handle B2B online sales.

Key deliverables

- Robust storefront.** It includes all key features like product listing and detail pages, one-page checkout, account management, and enhanced UI design.
- Marketing automation.** Pardot-enabled features, such as website tracking which provides insight into customer behavior on the storefront.
- Comprehensive admin guide.** A detailed guide for the B2B Commerce solution so that the client can make adjustments to nearly every aspect of the storefront.
- Data consolidation.** The customer data is saved in Sales Cloud and can be leveraged for marketing activities being run via Pardot.



Forte B2B Starter Store

In this project, we used the B2B Starter Store — a customized solution by Forte DGTl for Salesforce B2B Commerce Lightning, which empowered PCCS to:

- dramatically speed up the release of key B2B eCommerce features
- provide a modern user interface
- launch the new storefront faster at a lower price

[View demo](#)

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Company overview

Port City Contracting Services is a nationwide wholesale distributor of medical, surgical, and pharmaceutical products that aims to deliver value-driven solutions for federal agencies.

Industry	Headquarters	Founded
Wholesale	Wilmington, N. Carol.	2019

PCCS captured the advantages of creating a Salesforce-based B2B storefront, which could help them:

- increase the number of products available at the web store
- consolidate and manage all sales data in one system
- enable B2B marketing capabilities

What we did

Forte created an all-encompassing B2B Commerce store that provides all essential features for effective B2B online sales and supports PCCS' marketing efforts.

Powered by	Launched in	View demo
Salesforce & B2B Starter Store	2022	PCCS store

Integrations

Third-party products	Salesforce products
<ul style="list-style-type: none">Stripe payment gatewayAvalara tax calculation	<ul style="list-style-type: none">Commerce Cloud- B2B CommerceSales CloudPardot

Results

PCCS now has a modern, functional B2B storefront that supports their sales & marketing efforts and allows selling thousands of SKUs (vs just 10 SKUs in the old store).

The new storefront provides an smooth transition for existing customers, easy registration for new accounts, and a seamless shopping experience for all visitors.

11 weeks from contract to release

100x increase in storefront capacity

Effective data management

Improved marketing capabilities