

# 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

Wholesale

Headquarters

Wilmington, N. Carol.

Founded

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

**Salesforce & B2B Starter Store**

Launched in

**2022**

View demo

[PCCS store](#)

### Integrations

Third-party products

- Stripe | payment gateway
- Avalara | tax calculation

Salesforce products

- Commerce Cloud - B2B Commerce
- Sales Cloud
- Pardot

## 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 a 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**