BIKE IT

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Project

Development of a new Magento 2 eCommerce website with full customer, order and stock integration to existing SAP Business One ERP solution via the Linnworks multi-channel system.

Requirements

- To build a feature-packed trade only website to allow customers to purchase products and parts specific to an individual make and model of bike quickly and easily.
- To offer an effective way to manage products on all sales platforms, such as eBay & Amazon.
- To integrate sales features such as a parts finder, store locator, special offers & promotional features to increase the opportunity to cross-sell and up-sell.
- To provide hosting for the new website.

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Challenge

Bike It pride themselves on their product match system, where their products and parts are sold based on the exact year, make and model of bike the part is for. They wanted an effective way for customers to be able to search for parts using the bike's VRN (vehicle registration number).

The major step forward with this project, and the reason it was so challenging is because we implemented and built the Akeneo PIM system.

KFA Solution

KFA developed a new Magento 2 eCommerce website fully integrated with their existing SAP Business One ERP solution.

- Utilising RESTful web services.
- Functionality allows their trade customers a better user experience when searching for parts and placing orders.
- KFA are hosting the new website for Bike It.

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Outcomes

- A one-stop shop for Bike It trade customers to access all Bike IT products and product information.

- Enhanced take up of eCommerce site – Increased sales

- Increased customer satisfaction and engagement.

- Repeat Business.

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