Bunzl Australasia

About Bunzl

Bunzl is an international distribution group that is active in 30 countries. The business regions include North America, Continental Europe, UK & Ireland, and Australia. The company's roots go back to 1854 when Moritz Bunzl opened a small haberdashery business in Bratislava. Bunzl PLC was incorporated in 1940 and Bunzl has since grown into a highly respected and recognized global distribution group.

Bunzl Australasia consists of three business units – Bunzl Outsourcing Services (BOS), Bunzl Food Processor Supplies, and Bunzl Safety.

The initial Intershop implementation was on the Bunzl Outsourcing Services (BOS) business unit. BOS distributes a wide range of products to a diverse range of businesses including food service, hospitality, and healthcare. The extensive product selection includes cleaning and hygiene products, healthcare products, hospitality products, and safety products.

https://shop.bunzl.com.au

The Business Initiative

Bunzl's existing B2B solution was outdated, heavily customised and required manual workarounds. There was high expenditure of supporting and maintaining the existing e-commerce website which was mainly handled in-house. As part of their digital strategy, Bunzl was gearing towards creating a more self-service oriented platform and to provide a common solution for B2B and B2C customers via a core framework that could be leveraged across its business units in future roll-outs, thus improving and streamlining the customer experience. Bunzl ultimately required a platform that was upgradable, responsive and mobile-friendly.

Intershop's Solution

Bunzl entered into a perpetual license contract with Intershop and also opted for the add-on Contact Center Module plus Managed Services Contract which allowed the Intershop APAC Managed Services Team to manage and support its application and environments. The project was an 8 month implementation which consisted of a small Bunzl team and the Intershop APAC implementation team. An Agile approach using the Scrum framework was adopted for this project and the phase 1 implementation for BOS was completed with 9 three week sprints. The implementation was completed using Commerce Management B2X - 7.7.4.0 and the site was built to cater towards both B2B and B2C customers.

Highlights

One of the many highlights of the B2B implementation included the introduction of catalogue filters whereby many customers (approximately 14,000) may be associated with one or more catalogue filters which controls the visibility of products that they may purchase. This implementation relied heavily on the integrations with Bunzl's ERP (System 21) for special pricing, order history, credit limits and invoices. Additional integrations included a payment provided with eWay, analytics assisted by Google Tag Manager and an address verification function with AddressVerify. Lastly, the B2B implementation leveraged on an open source enterprise search platform called Solr to improve the

relevance and accuracy of predictive search results on Bunzl's platform. The BOS site was run in parallel with the old site as customers were gradually migrated to the Intershop site. The on-boarding of customers was carried out by region and took 4 to 6 months.

The most recent additions to Bunzl's B2B on-line portfolio includes Imprest, ABEANos, and the Bunzl Food Processor Supplies (BFPS) site. Imprest provides a user-friendly stock-take solution enabling customers to easily order and manage products used on a daily basis within their storerooms. The ABENAos solution is targeted at Aged Care facilities and provides management of incontinence products allocated to the residents on a daily basis. And finally, the BFPS implementation leverages the key features of the BOS site offering a wide range of products for Abattoirs, Butchers/Meat Departments, Dairies, Supermarkets, Small goods Manufacturers and Fish, Poultry & Food Processors.

The Outlook

Bunzl has development plans to introduce enhancements to improve the product on-boarding process. This includes expanding the current product set to approximately 30,000 products, enabling punch-out customers, launching a Specialty Healthcare site, and integrations with additional hospitality divisions.

Visible Results

With the launch, Bunzl's new website provided end customers with a much-improved user experience for searching, filtering, finding and purchasing products. As Bunzl chose to outsource the maintenance and management of their website to Intershop, it reduced support costs, efforts for maintaining product information and internal operating costs. The self-service oriented platform allowed B2B customers to manage their own accounts, access orders and add in their own users, which made ordering and stock-taking much easier for the customers' business. The new platform could also be expanded for additional B2B and B2C channels, integrating two channels into one single platform, within both e-commerce and ERP. With the Commerce Management B2X solution, Bunzl could retrieve accurate, real-time analytical tracking on customer data.

ABOUT INTERSHOP

Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit **www.intershop.com.au**

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