LOGISTICS & DISTRIBUTION

Set up multiple e-commerce sites

National Distribution Company

The challenge

A single company.

Multiple product lines.

Multiple web properties.

Make it all work.

Each product line needed its own storefront, with its own look and its own customers. Behind the scenes, though, they all drew on the same company: the same products, orders, fulfillment and people. Running each site as a separate project would have meant duplicated work, inconsistent customer experiences and more for the team to manage.

navitend's role

navitend's software team partnered with this client to architect, design, build and support multiple commerce-enabled web properties. We designed a shared foundation for the catalog, ordering and administration, and gave each property its own brand and storefront on top of it. Improvements made once benefit every site, and the client's staff manage products and orders from a single place. We continue to host and support the sites.

The result

Our client is well positioned to grow their product lines in the modern commerce marketplace. Launching a new product line online no longer means starting from scratch, and every storefront benefits from the same reliable, secure platform.

navitend

Talk to a person, not a ticket

Tell us what's going on. We'll listen, ask good questions, and give you informed and experienced guidance.

Book a Call

Call 877.448.0070

www.navitend.com