



Flexible solution with maximum customization for the On-Line Window Treatment Website

Budget Blinds B2B/B2C Platform Case Study

Goal

Budget Blinds, a leading company in the custom window covering space in North America, needed an e-commerce site for a complex, dynamically configured product set.

Challenge

The e-commerce site, built while the product set of blinds, shades, shutters and drapes was still being finalized, had to be flexible for the ultimate product set, managing in stock and custom orders. Along with the visualization and ordering needs, the client also looked for guidance on live chat, tax, credit card and accounting systems.



Solution

Along with its partner JBS, Virto Commerce set out to make the entire blinds and shades ordering, tracking and delivery process simple and easy. Loaded with images, short videos, instructions on measuring and installing products, the site engages the imagination of each visitor, showcasing just how great each window treatment will look when installed.

While keeping performance a priority, the Virto Commerce platform allowed JBS to create a dynamic way to store and display the product definitions, as the product line had so many permutations and was not a traditional SKU based inventory system. Based on our platform a complex e-commerce system and a user-friendly and easy to navigate site were created from scratch, from product listing to checkout.

Result

- The custom solution included an Admin site to handle the front end for managing customers, orders, promotions, content, blog, reporting and social media,
- The new solution is supported by a Chameleon Visualization engine, Solatech product configuration engine, Avalara Tax, Authorize.net payments, and Microsoft Dynamics integration.
“The Virto platform

“The Virto platform allowed to get started quickly towards our customized solution. The documentation and feedback from the VC team helped us get familiar with functionality, which made it easier to extend the codebase for our client’s needs”. - **Muhammed Usman, Technical Project Manager on the VC platform integration, JBS Solutions**