

► **Enhancing the eCommerce  
Experience for a Life Sciences  
Solutions Provider**



## Overview

Our client, one of the world's leading providers of flow cytometry and imaging instruments, wanted to upgrade to a more robust and scalable eCommerce solution to boost online sales. They required a solution that facilitates integration with catalogs, databases, and CRM systems such as Salesforce. Leveraging QBurst's customization skills and technical proficiency in third-party integrations, a high performance solution on Magento Commerce was implemented.



The client is a premier biotechnology company in the flow cytometry industry that delivers innovative cell sorting, flow cytometry, and reagent solutions. Based in the U.S., the client has affiliate offices in East Asia and Europe with distributors spread across the world.

## Business Requirements

The client wanted an eCommerce portal that caters to a global audience. The search engine optimized site would feature an intuitive and user-friendly design that would significantly improve user experience. The system would synchronize with ERP systems and automate order workflow.

## Our Solution


The responsive eCommerce website, based on Magento Commerce, is user-centric and enables easy navigation. The core Magento workflow was customized to match the client's business model and integrated with their ERP system. Web Forms integration with Salesforce provides a single system to handle enquiries. We also developed an ETL module to sync products from multiple vendors and integrated WordPress for content management.



## Key Features

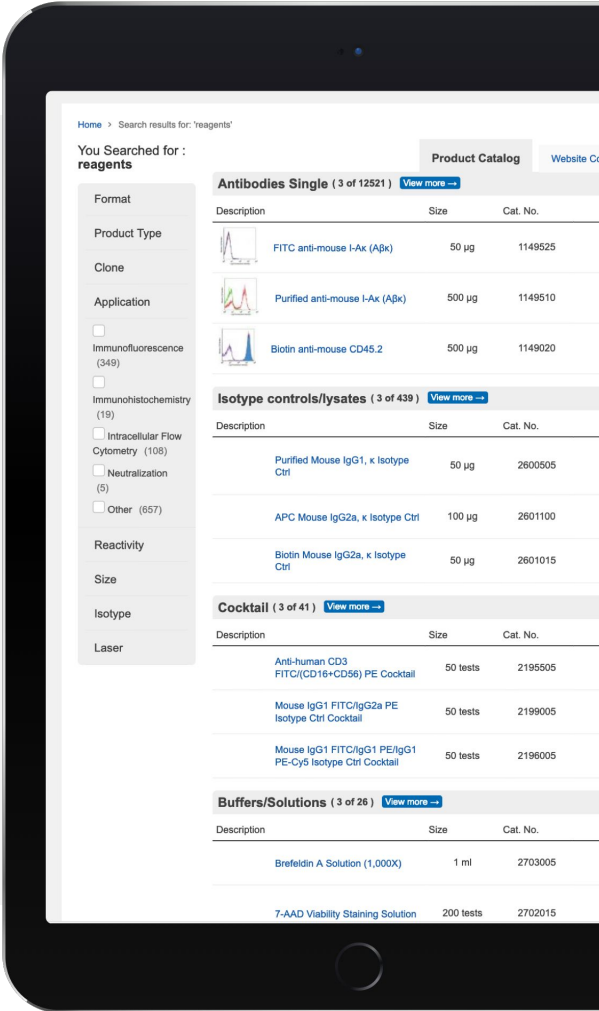
- Separate storefronts created for Europe, U.S., and China
- Visitors directed to the correct storefront based on their geolocation
- Integration of eCommerce with ERP system to synchronize orders in real time
- Dynamic Product Data Sheet generation in PDF format using the product catalog data
- WCAG 2.0 Level AA compliance
- Integration of Salesforce Web-to-Lead Forms to automatically generate leads with the prospecting data from website visitors and to track leads from multiple sources
- Customized discounts and promotions for each customer group
- Integration with WordPress; implemented newsletter
- Custom product microsites to create listing impact
- Implemented multiple customer account levels/roles for additional privileges
- Creation of multiple shopping lists by customers
- 'Order Edit' option via admin backend to change products or apply discounts
- Powerful internal search engine developed using Apache Solr
- Bulk import functionality for product catalog and customers using custom-built ETL tool with configurable data extraction and validation features
- Product recommendations in catalog section; single page checkout
- First Data Payeezy payment gateway integration
- Redis integration for caching
- Configuration of multiple roles for different back-office operations
- SEO friendly

## Technologies









## Business Benefits

- ❑ Highly responsive website enabled consumers to access products from any device leading to a 22% increase in transactions
- ❑ Improved user experience with dynamic searching feature
- ❑ 35% increase in site visits with improved customer satisfaction
- ❑ 31% increase in revenue six months after launching the new portal



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