



# Proto Industrial: Global B2B Presence

## How Orchestra streamlined Proto Industrial's online offering across the board



Proto was founded in 1907 in Los Angeles, CA, making punches and chisels from Model T axles. Over a century later, Proto Industrial, a division of Stanley Black & Decker, now has a global distribution network offering a complete line of more than 5,000 tools and sets and is the most recognized brand in the industry. In keeping with their commitment to the utmost quality in products and services, Proto Industrial wanted to modernize their online identity, offer more sophisticated and intuitive digital product catalogs, as well as facilitate information discovery. All of this in a multi-country and multi-lingual digital scenario.

### ADAPT

Online presence now aligned with corporate image and digital catalog fully synchronized with product updates.

### PERFORM

Improved customer experiences and satisfaction with facilitated search, navigation and ordering.

### INNOVATE

Next phase: Build a powerful, integrated mobile site.

## THE SITUATION

Proto Industrial's website had not been updated for several years and internal product catalogs were not synchronized with the online offering. As a result, the products on the website were out-of-date, the website did not represent the current branding and positioning of the company, and the customer experience was not up to par.

A basic keyword search was available to users but no faceted navigation or filters were available to facilitate product discovery. Product browsing was possible but required many clicks, users could not create an online profile, and client interactions were minimal at best.

*"Working with Orchestra to implement our advanced SharePoint solution and e-Commerce needs has been a terrific experience. Professional and knowledgeable, they converted our complex environment into a work environment that is simple to use and easy to navigate."*

Chris Teer, eDelivery Manager at Stanley Black & Decker, Inc.



## THE SOLUTION

### ONLINE CATALOG SYNCHRONIZATION

The primary mandate for Orckestra was to offer a solution that modernized the online corporate image to Proto Industrial's worldwide network of distributors through a visual and experiential website. The objectives included updating and synchronizing online product catalogs and content, facilitating information discovery through a powerful on-site search engine, increasing customer loyalty and interactions through a more personalized experience, and empowering internal users with efficient management and selling tools.

### SEARCH

The solution developed by Orckestra was to deploy its Commerce Orchestration™ engine to power the global B2B online experience. Today, the complete offering of Proto Industrial's line of products is managed and maintained inside the Commerce Orchestration™ platform and product catalogs are synchronized daily with the Product Information

Manager used internally at Proto Industrial. Customers are able to create online profiles, save wish lists and custom tool sets, and submit those requests for quotes from an authorized distributor. SharePoint 2013 also plays a significant part of the integrated solution by allowing Proto Industrial's marketing staff to manage online content and power the on-site search. SharePoint's multi-lingual and multi-region capabilities also help localize the content and offering for each country where Proto Industrial is present.

### INTEGRATION

Synchronizing the data coming from Proto Industrial's Product Information Manager with the Orckestra Commerce Orchestration™ platform was one of the underlying complexities in the integration process. Through a multi-part enterprise service bus developed in conjunction by the two teams, the task was accomplished and all data is now fully synced between both systems.

## THE RESULTS

After deploying the solution with Orckestra's Commerce Orchestration™ platform as the backbone of all commerce activities and SharePoint for the delivery of content pages and search results, Proto Industrial saw a significant increase in site usability and customer interactions as well as online profiles created in the system. Furthermore, their marketing and merchandizing teams are now able to author and manage content within minutes.

Not only is their online presence up to standard with their corporate branding and values, their vast catalog is consistently up-to-date and segmented by location and language, ensuring their customers find what they need through a richer, customized and more intuitive experience. And Proto Industrial are now equipped with a solution that can expand their global B2B presence as their needs grow.

What is the next step for Proto Industrial and Orckestra? Go mobile!



Founded in 2006, Orckestra is a software and services company and provider of Orckestra Commerce Cloud, a unified commerce solution for mid-size and large enterprise retailers, grocers and branded manufacturers. Powered by unique Commerce Orchestration™ technology, Orckestra Commerce Cloud goes beyond traditional e-commerce solutions and platforms by allowing brands to deliver streamlined customer experiences across physical and digital touch-points, all from a single platform running on Microsoft's Azure Cloud.

#### CANADA

1100, av. Canadiens-de-Montreal #540  
Montréal (QC) H3B 2S2  
SALES: 1 855 747-1929

#### UNITED STATES

100 Congress Avenue #780  
Austin, TX 78701  
SALES: 1 855 747-1928

#### DENMARK

Nygaardsvej 16. 2. Floor  
2100 Copenhagen

#### ORCKESTRA.COM

