



Enterprise E-commerce Excellence:

# Beyond the Shopping Cart

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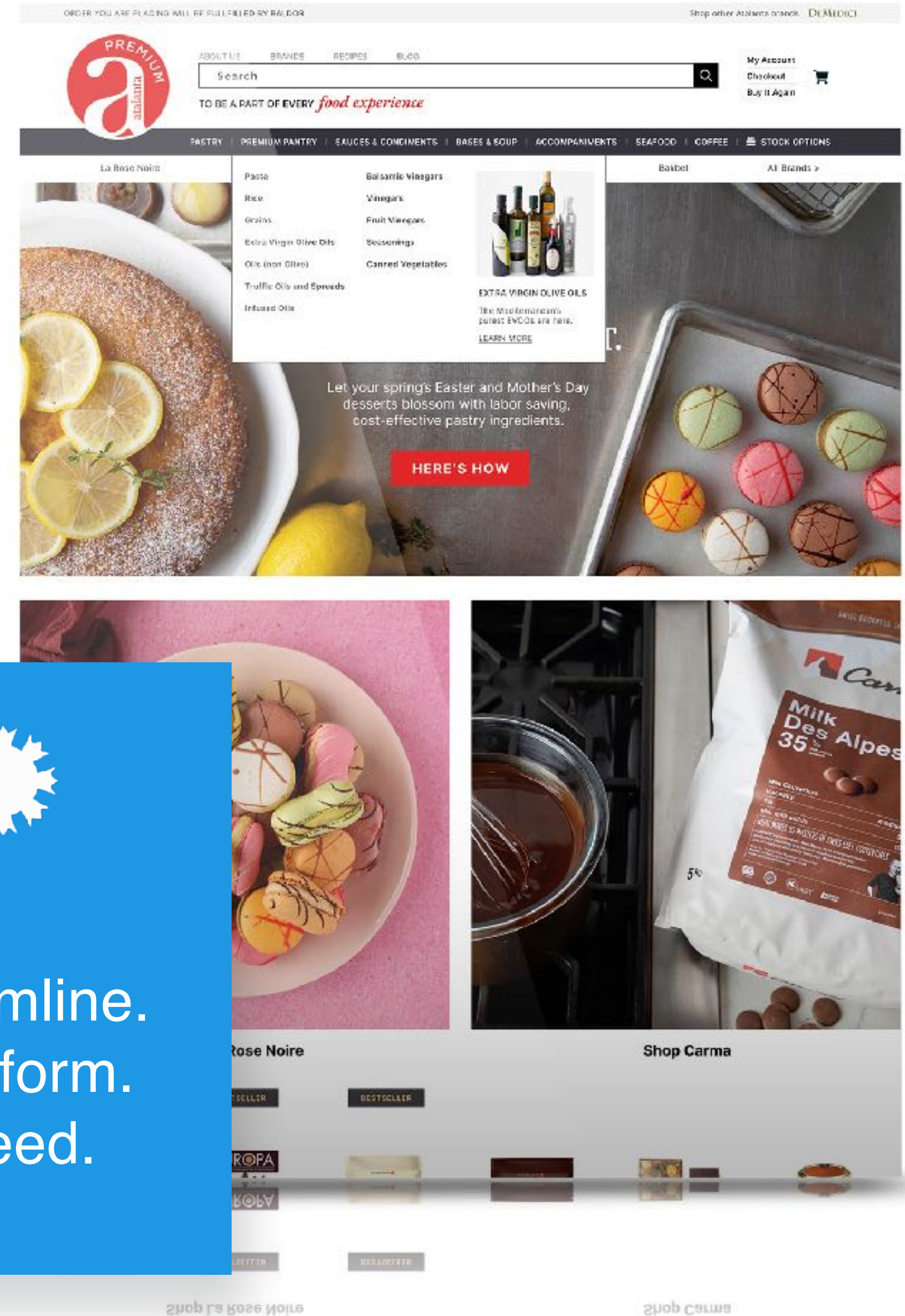
A SOLARJET PRO WHITE PAPER

Feb 2025

STRATEGIC BRIEF

# Transforming Digital Sales Channels for Complex Organizations.

For manufacturers, distributors, and multi-division organizations, e-commerce represents far more than just another sales channel. It requires seamless integration across complex systems, sophisticated pricing tiers, inventory management across locations, and personalized customer experiences at scale. This whitepaper explores how our enterprise e-commerce expertise helps organizations transform digital sales operations while maintaining the complex business rules that drive their success.



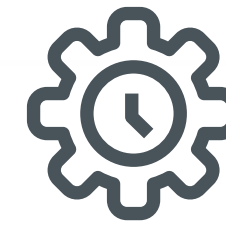
Streamline.  
Transform.  
Succeed.

# The Enterprise E-commerce Imperative



## Integration Complexity

Enterprise e-commerce demands seamless connections between ERP systems, pricing databases, inventory management, and customer-specific catalogs.



## Multi-tier Pricing & Personalization

Standard e-commerce platforms struggle to support enterprise requirements without significant customization.



## Channel Orchestration

Today's B2B buyers engage across multiple channels—from EDI to mobile apps to web portals.

## COST ANALYSIS

# The Hidden Price of Inflexible E-commerce

The cost of inadequate e-commerce solutions extends far beyond technology expenses:

### Lost Revenue Opportunities

- National account teams miss deals when e-commerce platforms can't support custom pricing agreements
- Channel partners abandon digital ordering when systems don't accommodate their procurement requirements
- Salespeople revert to manual processes when digital channels create friction

**Swiss Chalet**  
FINE FOODS

Select a Client

Chocolate Opulence

**QUICKORDER**

- ▶ Address Book
- ▶ Order History
- ▶ Change Password
- ▶ Customer Maintenance
- ▶ Customer Complaint

Sales Dashboard

- ▶ Peter Golper
- ▶ Performance
- ▶ Comparison Table
- ▶ Last Day Sales

### Order Statuses

Last Updated At: 05:00 pm 11/27/2018

Tracking Numbers are only available for FedEx, UPS and R&L

Order Id	Client ID	Client Name	Order Date	Status	Ship Via	Tracking Code
685519	054171	Los Angeles Country Club	11/27	P	ONE WAY LOS ANG	
685496	062252	Joans On Third	11/27	I	ONE WAY LOS ANG	
685472	0088212	University Village At Usc	11/27	I	ONE WAY LOS ANG	
685504	0081375	London Hotel West Hollywd**	11/27	W	BEST WAY	
685511	0079136	Intercontinental Hotels	11/27	P	ONE WAY LOS ANG	
685488	0081916	Wolfgang Puck Catering	11/27	I	FEDX GRD 2	
685502	0087132	Ucla Dining Services	11/27	I	ONE WAY LOS ANG	
685520	0087461	Chocolate Opulence	11/27	P	BEST WAY	
685442	0078498	Tim Felchlin	11/27	E	BEST WAY	
685481	0081916	Wolfgang Puck Catering	11/27	I	ONE WAY LOS ANG	
685458	0081672	Jackies Bakery	11/27	I	ONE WAY LOS ANG	
685471	0071069	Greenblatts Deli	11/27	I	ONE WAY LOS ANG	
685342	026229	Regent Beverly Wilshire	11/26	I	ONE WAY LOS ANG	.
685451	0082277	Jw Marriott / Ritz**	11/26	I	ONE WAY LOS ANG	.
685270	0087755	Intercontinental La Downtown**	11/26	I	ONE WAY LOS ANG	.
685426	0087262	Infusion Catering	11/26	I	ONE WAY LOS ANG	.
685269	0087755	Intercontinental La Downtown**	11/26	I	ONE WAY LOS ANG	.
685333	026229	Regent Beverly Wilshire	11/26	I	ONE WAY LOS ANG	.

Boost productivity,  
seize opportunities,  
drive growth.

## COST ANALYSIS

# The Hidden Price of Inflexible E-commerce






The cost of inadequate e-commerce solutions extends far beyond technology expenses:

### Operational Inefficiency

- Order errors multiply when systems don't properly validate enterprise business rules
- Customer service teams waste time reconciling discrepancies between systems
- IT resources are diverted to managing disconnected e-commerce implementations

The screenshot displays a web application interface for a client named "21 Oceanfront". The main content area shows a list of products with their details and pricing. The sidebar on the left contains a "QUICKORDER" button and a "Sales Dashboard" menu with various reports and tools.

**Product List:**

PRODUCT	QUANTITY	Price	ADD TO CART
 <b>2.25" Lg Oval Happy Anniversar</b> Item #90341HAW 1 / 192 CT Stock: HO LA MI NE 12 20 7 11	1	\$95.27	ADD TO CART
 <b>2.25" Lg Oval Happy Birthday</b> Item #90341HBW 1 / 192 CT Stock: HO LA MI NE 15 76 22 41	1	\$85.75	ADD TO CART
 <b>Bouchees Large</b> Item #20145 4 / 80 CT Stock: HO LA MI NE 5 5 15 3	1	\$253.45	ADD TO CART
 <b>Cannoli Shells Mini</b> Item #90411 1 / 100 CT Stock: HO LA MI NE 200 118 151 264	1	\$39.85	ADD TO CART
 <b>Chicken Base S Paste</b> Item #441 6 / 2 LB Stock: HO LA MI NE	1	\$79.22	ADD TO CART

**Sidebar Menu:**

- Select Client
- 21 Oceanfront
- QUICKORDER
- Address Book
- Order History
- Change Password
- Customer Maintenance
- Customer Complaint
- Sales Dashboard
  - Alexander Podosenov
  - Performance
  - Last Day Sales
  - Order Lookup
  - Customer Lookup
  - Low Inventory Report
  - Aging Report
  - Order Statuses
  - Change My Password
  - Travel Requisition
  - Promo Budget Form
- PDF Forms
  - Sweet Swiss Chocolates

Boost productivity,  
seize opportunities.

# Architecting Enterprise-Grade Digital Commerce

From this centralized hub, the PIM delivers content exactly where it's needed. Whether pushing updated product details to your e-commerce platform, generating custom PDF catalogs, creating targeted email campaigns, or exporting data for analysis, the system ensures consistency and quality across every channel. Built-in quality assurance tools, including our product completeness scoring, help maintain high data standards and identify areas needing attention.

Our e-commerce framework addresses enterprise complexity through a systematic approach—

## **Enterprise Integration Layer**

- ERP connectivity ensures real-time pricing, inventory, and customer data accuracy
- Business rules engine enforces complex pricing agreements and customer-specific catalogs
- Cross-channel synchronization eliminates silos and maintains data consistency

## **Personalized Experience Delivery**

- Role-based access control
- Role-based controls deliver appropriate visibility for each customer segment
- Custom catalogs and pricing show only relevant products at correct prices
- Streamlined ordering workflows align with customer procurement systems

## **Omnichannel Orchestration**

- Unified order management across EDI, API, web, and mobile channels
- Consistent business logic regardless of entry point
- Seamless customer journey across digital and traditional channels

By the Numbers

# \$1.7/B food service conglomerate

From specialty foods to global imports, GGG's diverse portfolio demanded flexibility.

Solution Architecture

## 4,000+ products

Managing over 4,000 products across eight divisions, GGG needed a unified solution. Our PIM now seamlessly connects their IT, sales, and marketing teams.

ROI Metrics

## 8 divisions, 1 unified solution

Our systems adapts to each division's unique needs while maintaining consistent data standards.

IMPLEMENTATION SUCCESS STORY

# Gellert Global Group

A national food distributor with multiple divisions faced significant challenges in modernizing their sales channels.

Their existing e-commerce platform couldn't support division-specific catalogs, complex volume-based pricing, or integration with major customer procurement systems.

Our solution transformed their digital commerce capabilities through:

- Custom integration with their legacy ERP system
- Sophisticated business rules engine supporting tiered pricing across customer segments
- Personalized catalogs based on purchase history and account agreements
- Streamlined order placement for major accounts

**Results:**

- 38% increase in digital order volume within six months
- 62% reduction in order errors
- 28% improvement in customer satisfaction scores
- National accounts expanded ordering by 45% after implementation

## ENTERPRISE ADVANTAGE

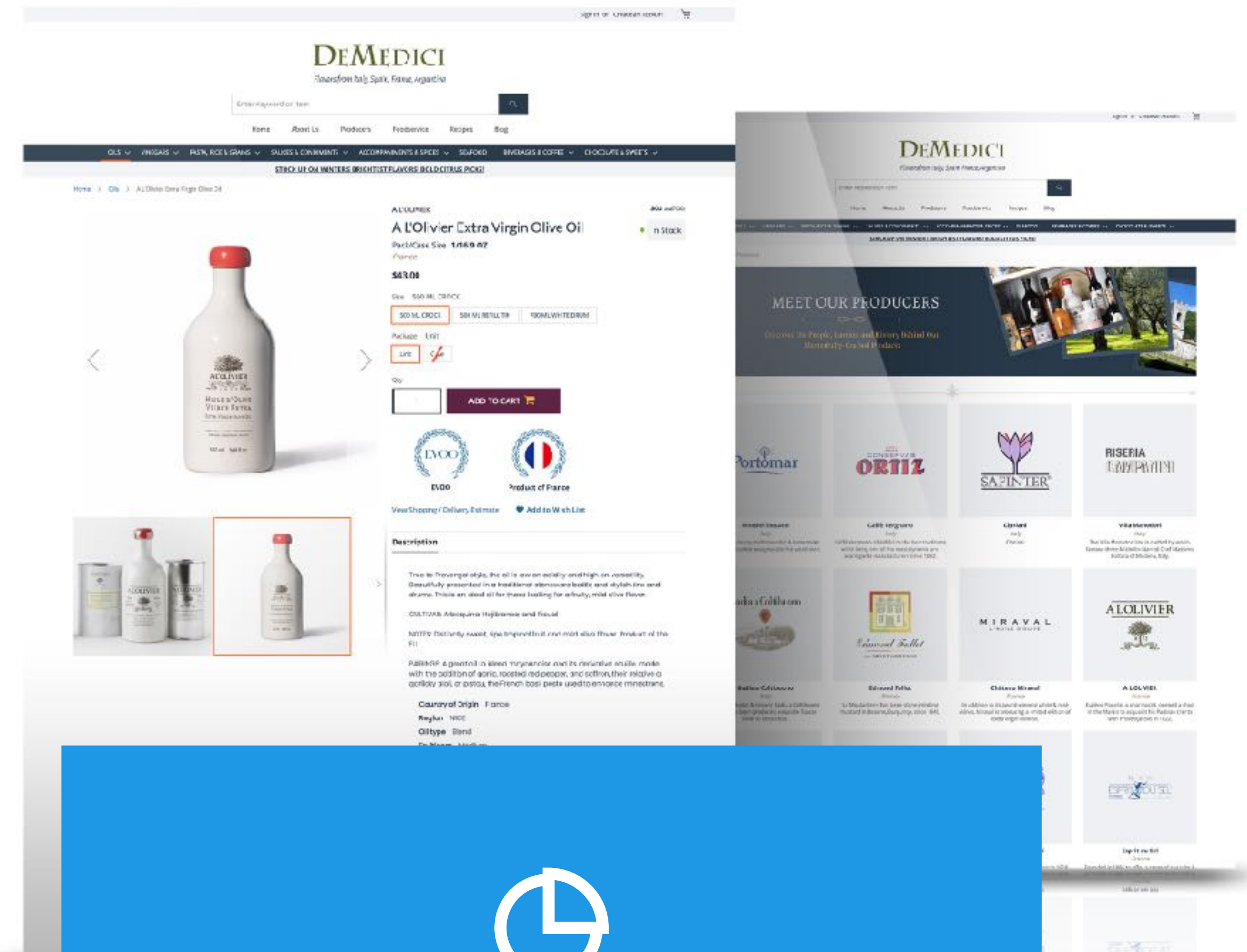
# Why Experience Matters

Enterprise e-commerce success requires more than technical skill—it demands a deep understanding of complex business operations:

**Industry-Specific Expertise** Our team understands the unique requirements of foodservice distribution, manufacturing, and complex supply chains.

**Enterprise Integration Experience** We've successfully connected e-commerce platforms with major ERP systems, maintaining complex business rules across the enterprise.

**Proven Implementation Methodology** Our approach mitigates risk through staged implementation and comprehensive testing, ensuring business continuity throughout the transition.



Enterprise e-commerce isn't just about technology—it's about understanding complex business operations and translating them into seamless digital experiences.



NEXT STEPS

# Building Your E-commerce Roadmap



## Discovery & Assessment

- Evaluate current digital sales channels
- Map integration requirements with existing systems
- Identify high-impact improvement opportunities



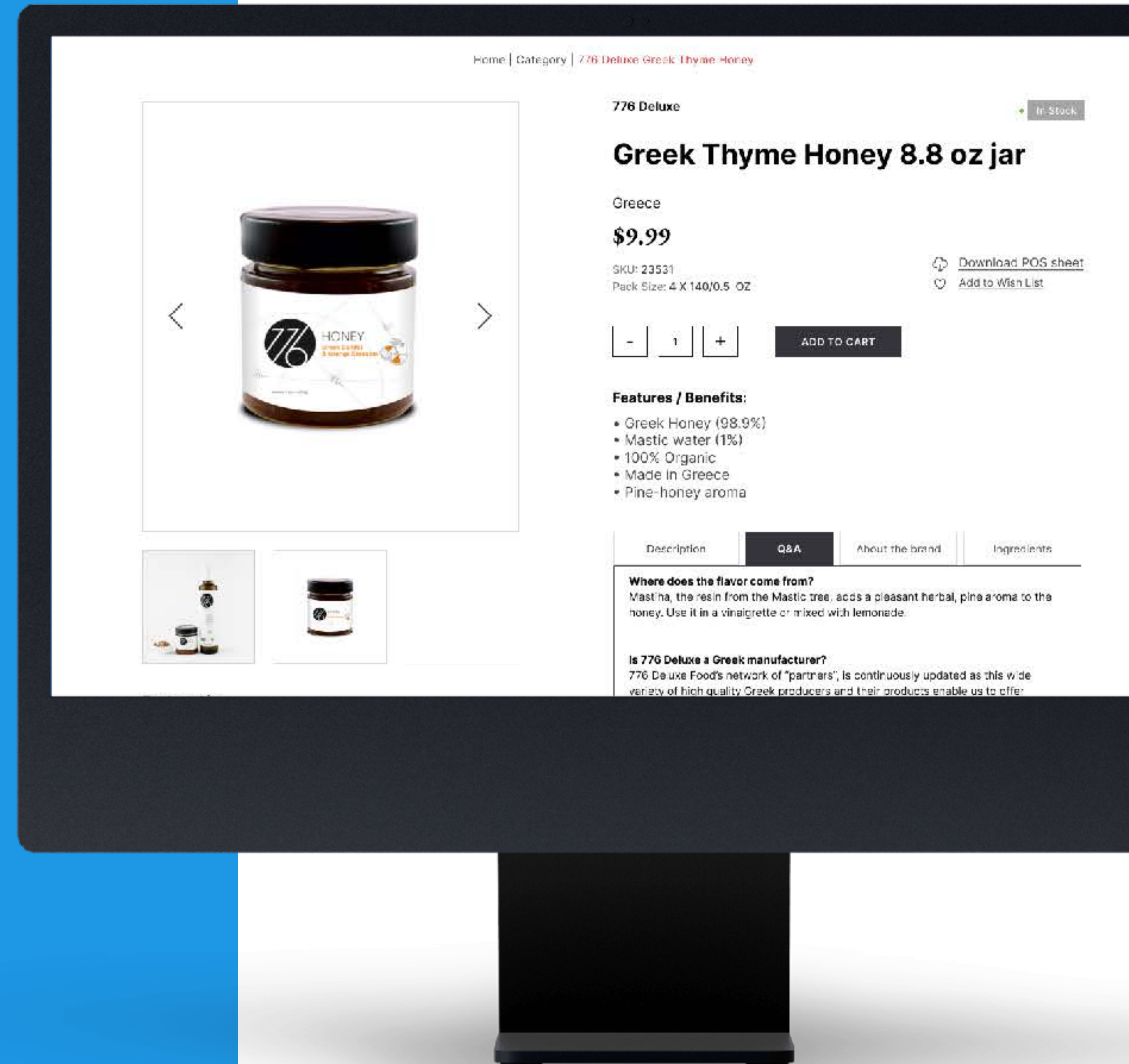
## Strategic Roadmap Development

- Create phased implementation plan
- Define success metrics
- Establish governance framework



## Pilot Implementation

- Select high-value initial use case
- Implement core functionality
- Measure results against established KPIs



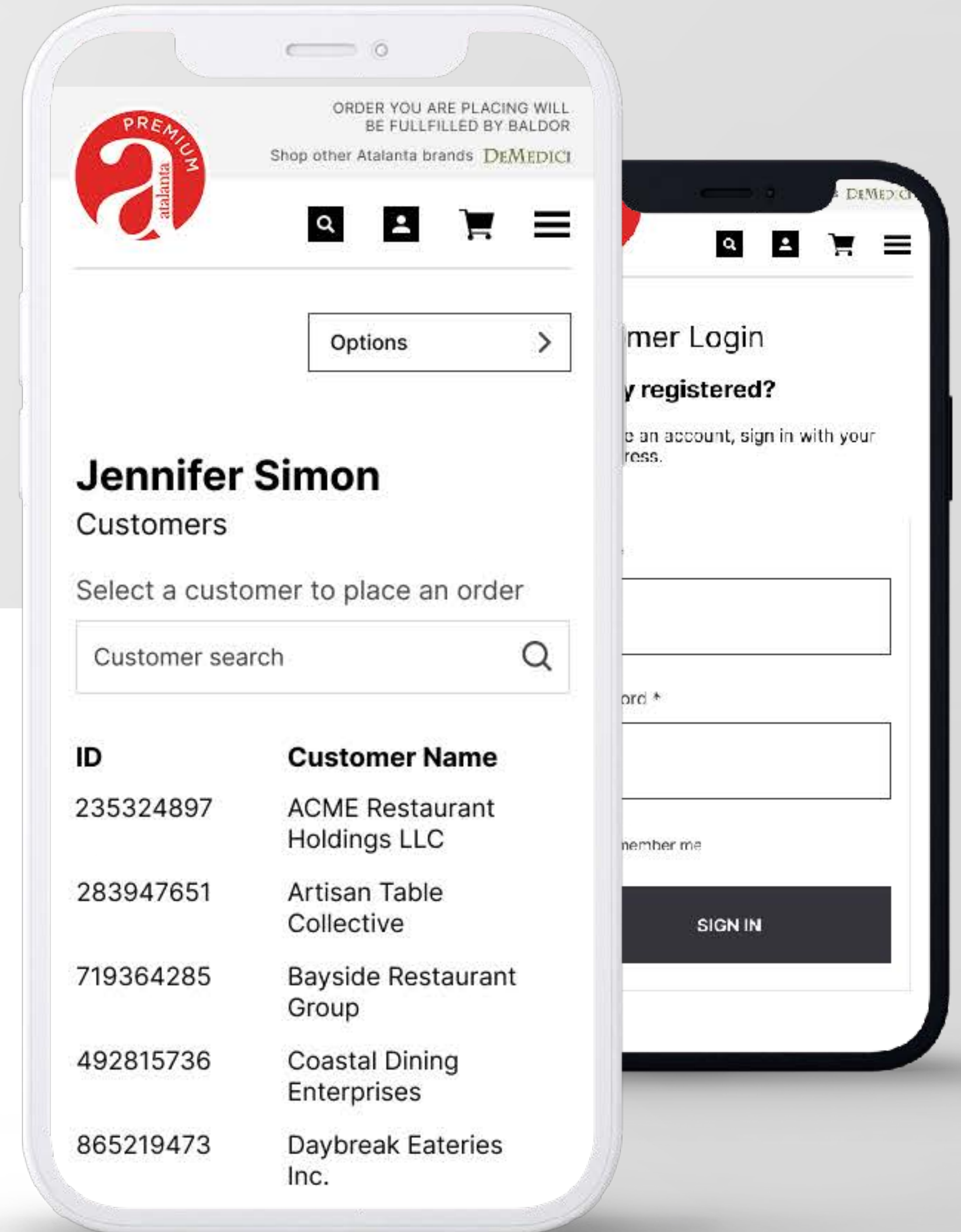
ABOUT US

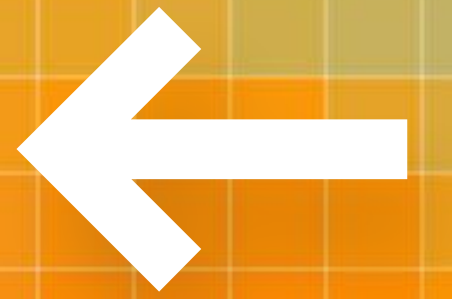
# Powering Enterprise Foodservice's Digital Future

Our journey from foodservice technology pioneer to trusted enterprise partner spans eighteen years of industry evolution.

With 18 years of digital innovation and deep experience in enterprise implementations, SolarJetPro brings unique expertise to complex e-commerce projects. Our work with major organizations like the \$1.75B Gellert Global Group demonstrates our ability to manage sophisticated digital ecosystems across multiple divisions with 99.9% uptime.

Our team combines technical excellence with deep industry knowledge, ensuring solutions that address the real-world complexities of enterprise operations. From ERP integration to personalized customer experiences, we deliver digital commerce solutions that drive measurable business results.





# Thank you for your audience.

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