

Website:
www.xfactory.in
India

Industry:
Industrial Goods

Model:
B2B & B2C

Platform:
Magento Commerce

Here's how **Krish constructed** a B2B commerce for **XFactory using Magento**

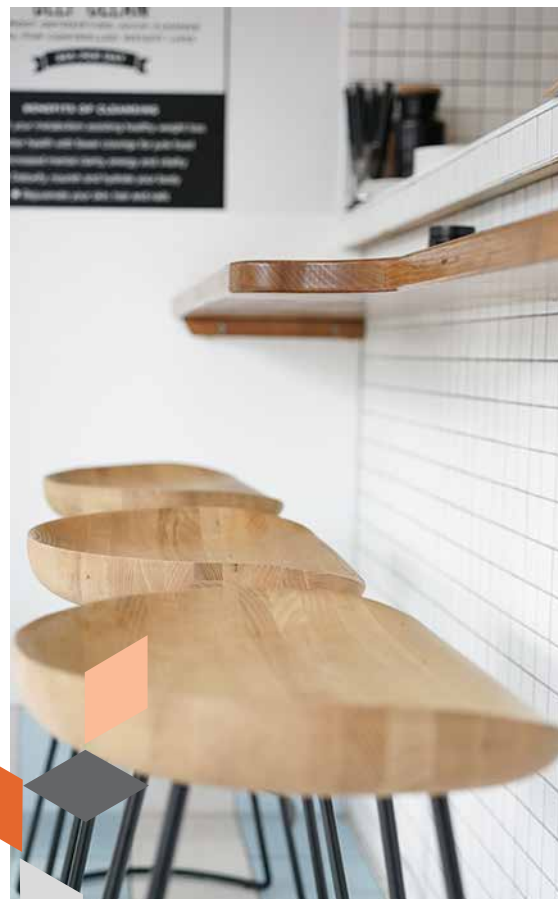
The construction industry giant wanted to go digital to expand and enhance their commerce.

Strengthening the **foundation**

XFactory is the brainchild of Kayoma India Pvt. Ltd, which is one of the largest sales promoters for some of the leading cement brands in India. Carrying an extensive experience of over 25 years, with XFactory, the brand envisioned to serve seamless commerce experience to digital audience.

Established as an online channel for B2B and B2C, the platform is designed to serve as a connection of commerce and technology to help product suppliers in boosting their performance without compromising with the shopping experience for buyers. The marketplace is designed to serve various industries verticals having construction as their primary focus.

Aimed to streamline steadily growing construction and industry materials, they had two plans to move further. One was to establish a retail sales channel, and another was to build an online presence. The quest began.



Arranging the **bricks**

In their quest to have an online presence, the brand started to look for a technology partner. It was then they approached Krish TechnoLabs. After the very first interaction, the team started with process of solution discovery. The initial steps included learning the industry, market competition, target audience, brand expectations, and the plans to move further.

With the abovementioned learning the team also started evaluating the current challenges faced by the brand. Few major challenges included, limited audience and geographical location to serve, high cost of establishing and maintaining sales channels, expanding with a wide range of industry related products, managing and streamlining the established sales channels, etc.

Once the technocrats finished evaluating the overall scenario, they started with implementing the solutions. The major need was to understand need of the commerce and integrate components to overcome the challenges. Few key integrations included building a responsive UI/UX, quote negotiations, request-for-quote, log history, supplier pricing, integrating Pimcore build for product management, allowing self-checkout for privileged buyers, multiple hierarchical user accounts for single corporate account, etc.

Garnering growth with newly constructed eCommerce store

With the newly launched store, xFactory did notice overall growth in their business. While the primary motive was to reach wider audience, which they attained with their online presence. Giving their business wings they needed to with a wide range of products getting loaded in just 2.5 seconds. In a couple of months after its launch, the store started noticing 41% increase in their revenue.



Client Speaks

“We learnt that Magento is the most robust, agile, and flexible platform when it comes to leveraging B2B capabilities for commerce and that allows us to present our complex product range to customers in a friendly and easy-to-understand manner. The platform is aligned to our brand offerings, showcasing a new level of shopping experience, which is quite unfamiliar when it comes to the construction industry. We are very thankful to our technology partner Krish TechnoLabs for understanding our needs and helping us to place these messed cubes at right place.”

Lokendra Kaushik
(eCommerce Manager, XFACTORY)



Success stats

