

**Website:**

marketplace.leadingedgegroup.com.au  
USA

**Industry:**

Industrial Goods

**Solution:**

B2B2C / Online Marketplace

**Platform:**

Magento 2

## Creating Feature-rich Online Marketplace for Leading Edge

Leading Edge adapted to the digital ecosystem and exceeded its customer expectations.

## Empowering B2B2C With eCommerce Marketplace

Leading Edge Group is a global organization operating in two major sectors; buying group management and sales channel management across Australia, New Zealand, and the United Kingdom. With over 40 years of empowering the businesses and creating unconventional experiences for each of them, Leading Edge had to undertake a digital leap to keep up with the digital era.

While eCommerce is a significant aspect of digital evolution, Krish studied and came up with a solution that can handle the complexities of their B2B2C business operations while offering detailed customizations. The experts at Krish worked on a strategy that helped the client scale to new heights.



## Addressing the Challenges

Leading Edge needed a B2B2C online marketplace that delivers a personalized experience. Krish had to create a self-service eCommerce portal with server compatibility for more visitors, seamlessly integrate data in ERP, and enable a single login for customers.

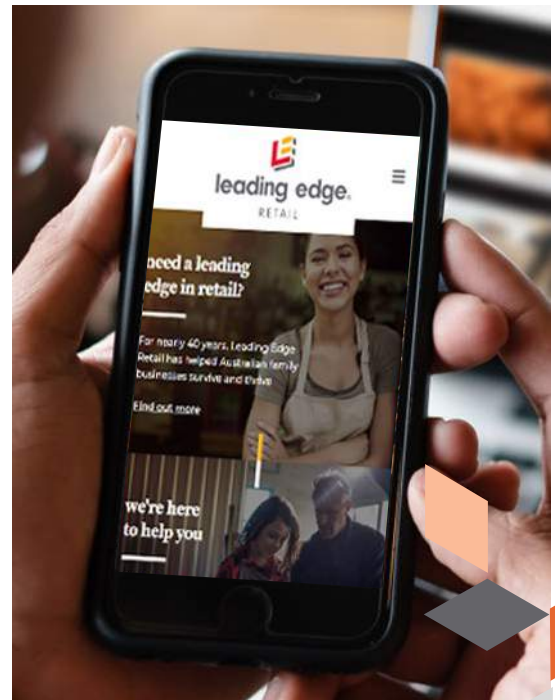
Above that, the portal required a search functionality for easy navigation and processes that streamline and automate day-to-day workflows.

## Upscaling with eCommerce Marketplace

The fundamental objective was to create a self-service eCommerce portal that propelled Leading Edge's vision of shaping up a unique shopping experience. A portal that enhances the relationship with Retailers (customers) and generates incremental revenue by offering a seamless buying experience with hassle-free catalog browsing.

Krish delivered a secure online marketplace wherein we have utilized the native capabilities of Magento to enable company accounts, shared catalogs, requisition, and more. Furthermore, we also integrated a Marketplace solution wherein the seller-buyer flow is implemented through rocket bazaar extension. On top of that, a personalized catalog for each retailer was published, depending on specific brands, sellers, and categories.

Krish also integrated catalog, customers, and sales orders with the Oracle Netsuite ERP system using a readymade API-based connector. All the initial data population was done through the connector.



## Paving the Way for Future

Leading Edge is currently selling products from computer and technology groups. Their current catalog size is around 200k, and they are expanding the catalog size by implementing microsites of other products ranging from jewelry, books, and more. They anticipate around 1M SKU this year.

Moreover, the marketplace by Krish helped the client cultivate successful long-term retailer relationships and make their customers feel in control of their purchasing. In addition, the streamlined and automated day-to-day workflows optimized internal processes making operations more efficient.

## Client Speaks

“The experts at Krish helped us create a robust online presence and enable better management internally and externally. We can scale to new heights by joining hands with Krish”

**Raja Avula**

Digital Project Manager, Leading Edge

## Success stats

