



## Rosetta Creates B2B and B2C Websites for Wasserstrom...

### Situation

As the number of “foodies” in the U.S. continues to grow exponentially, an increasing appetite for gourmet kitchen equipment and accessories – everything from ovens to pot racks to refrigerators – is sending gourmards on a search for items once available only to the trade. The demand is so great that Wasserstrom, a 106 year-old food industry supplier based in Columbus, Ohio, needed a new website to makes its restaurant-quality merchandise directly available to consumers for the first time and enhance the shopping experience for their existing B2B customers.

Wasserstrom choose Rosetta as their full service agency and partner because Rosetta understood their brand and vision and how to deliver the chosen platform.

### Solution

Through an intense design process, Rosetta’s team collaborated with Wasserstrom to design and develop a highly engaging, robust, and stable website using IBM WebSphere Commerce B2B and B2C solution.

### Results

- Extended the Wasserstrom brand to retail customers to become the prominent player in the gourmet space.
- Expanded service and products to existing B2B customers while providing added flexibility for new B2C customers.
- Streamlined the re-purchase process, encouraging the re-purchase of a variety of products based on past orders. Customers are able to select preferences; view pricing and order history; and register, shop, and purchase in an efficient and user-friendly manner.
- Rosetta developed search engine optimization strategies to drive traffic to the new website. This redesigned website lays the foundation for a smooth transition into the consumer market.