



Creating an Award Winning B2B Site for Wirtz Beverage Group...

Situation

The Wirtz Beverage Group, a division of the Chicago-based Wirtz Corporation, is one of the largest beverage wholesalers in the country with interests in five states and multiple operating companies. Wirtz Beverage approached Rosetta with three goals for their brand new B2B website in mind: ease of ordering, accurate pricing and reliable accounts receivable.

Solution

Rosetta's goal was to provide a solution well suited to meeting the needs of various customers, ranging from the local bar owner to the sommelier of a fine restaurant to the manager of a Las Vegas casino, but easily extensible for more targeted marketing in the future. The project was coordinated with 6 sets of stakeholders in 6 different geographic locations. The site was an end to end world class B2B solution using the finest capabilities and technology available to online marketers including: WebSphere Commerce Implementation, Design and Branding, Sophisticated Web 2.0 User Interface created using Google Web Toolkit, dynamic filtered search using Lucene, an Open Source Tool, and 6 variations of complex contractual pricing and promotions.

Results

- The site created by Rosetta was the Winner of the IBM 2008 WebSphere Commerce Leadership Award for Best B2B Deployment.
- It delivered an easily accessible ordering application for customers, empowering them to order at their convenience.
- The site also created a convenient way for users to browse products and to find the product that “all of their customers have been asking for” through a dynamic filtered search.
- In addition, it also reduced discussion time between customers and sales representative regarding discrepancies in payments by providing visibility to open invoices and payment history.
- Lastly, it focused sales representative's customer face time on up-selling and cross-selling rather than “order taking.”