

## Echo Engineering

Established in 1966, Echo Engineering became one of the few companies to partner with B2B market customers to create and supply meaningful solutions to solve sealing, NVH, connecting and fastening challenges. Echo Engineering is well known for presenting their clients with high-quality solutions, helping world-class companies to improve their line output, enhance efficiency, and reduce labor costs. They vision to become the most compelling B2B company of the 21<sup>st</sup> century by offering core products in an online marketplace.

## Objectives

From past years, Echo Engineering had their online store on .NET framework. They were doing great until they expanded their product range and business goals. With an increased number of products, the platform lacked the ability to manage the associated B2B requirements. Absence of standard eCommerce features such as customer discounts, catalog management, user management, and other B2B user management features made it challenging to manage the store. Furthermore, they aimed at integrating several B2B features with their ERP and also desired a dashboard customized as per their business needs.

On the customer experience front, Echo Engineering had a meager Net Promoter Score. To boost their NPS, they focused on providing more control to their customers over the orders being placed on the website. Below are the immediate objectives set by Rave Digital Team for Echo Engineering:

- Migrate to scalable & customizable eCommerce platform
- Integration of Salesforce Pardot for email campaigns
- Integrate an ecosystem of inbuilt B2B features
- Align the platform for effective content marketing
- Product recommendation module integration
- Customize the platform for efficient reporting
- Custom shipping module development
- Shopping Cart Promotion Management
- Integration of Sage ERP

INCREASED OVERALL  
TRAFFIC BY

7%

INCREASE  
ORGANIC SALES  
BY

11%

INCREASE LEADS  
BY

65%



Magento is the future of our website and how we are going to capture a much higher market share. We're beginning to have orders flow way more smoothly than we've ever had before. As more and more customers are adopting online ordering, we're seeing much faster processing times and less manual work being made. There's also a lot less stress on Marketing right now as we have much more control to make any necessary changes when needed.

Todd J. Darland  
Vice President, Marketing  
Echo Engineering

# Solutions By Rave Digital

With a pressing demand of having a highly scalable and customizable platform, the eCommerce experts at Rave recommended Echo engineering migrate their legacy system to Magento Commerce Cloud.

Being that Echo Engineering was initially operating on a custom integrated backend CMS platform, it was too fragile. Even a minor change made by developers might have resulted in breaking the connection or flow of other items. Hence to fulfil the need for bettering the management of eCommerce stores, integration with Sage ERP was performed. Doing this helped the team in gaining the ability to create/edit/remove pages as or when demanded with ease.

Integrating Sage ERP system was the most crucial part to perform in the project. Post this, all orders, products, and customer details were synchronized with the new Magento platform. Here are a few critical customizations are done to improve the management at admin level and customer experience on the platform:

- Customized payment and shipping method
- Integration of Aheadworks blog module
- Authorize .net payment gateway integration
- Effectuate User and Catalog Management
- Customized Product pages
- Integration with Vertex Tax Cloud
- Aligned content marketing efforts

## Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry.

To meet missing B2B functionalities and features requirements, Rave Digital assisted Echo Engineering with fully customized extensions and solutions. Intending to boost their content marketing efforts in the B2B world, Rave Digital helped them in creating a solid foundation with Magento Commerce Cloud as their platform and manage all their marketing or sales processes through one comprehensive dashboard.