

Case study

Salesforce system facilitated the launch of BATIST Medical e-shop

Just sey it like



BATIST Medical is a major European supplier of protective drapes, face masks, nanocoatings, wound care and hygiene products, dressings and other healthcare hygiene products. BATIST has created a new division, BATIST Digital, which will handle sales through a new e-commerce website, lead the digital transformation of the BATIST Group and create a new brand aimed at improving customer health.

Due to the new project, the company needed to launch the new e-commerce site quickly in multiple countries and needed to scale it up. At the same time, a bespoke integration was required to integrate the new e-commerce site with external components that included shipping companies, global payment providers for processing credit card transactions, and also interfaced with Microsoft Dynamics 365 Business Central.

Proposed Solution:

Seyfor delivered a Salesforce DPC commerce-based solution that not only facilitates the management of the BATIST e-commerce store, but also integrates with other critical components such as an ERP system managed by another system integrator, and is also interfaced with transportation. With this solution, BATIST employees can manage product descriptions, create promotions and

campaigns, and change store settings from an easy-to-use admin interface.

Because time was an issue, Seyfor and BATIST agreed to use off-the-shelf Salesforce components for features such as checkout and shopping cart. This decision allowed Seyfor to focus on the challenges of integrating with other systems.

Implementation flow:

Seyfor acted as technical advisor and solution provider on the project. It provided all the patterns for the project, including Service Cloud, eCommerce built on Salesforce B2C and Microsoft Dynamics 365 Business Central. 6 people and a project manager worked on the project. The Out of the box architecture used is mobile ready. The biggest compromise at the time was the design - they didn't go for major changes in the design parts.

If companies want to have a more specific design, it takes much longer. However, if they need to get up and running quickly, they can get a very efficient solution quickly using a ready-made design and architecture. After gaining relevant experience, BATIST developed a new attractive design.



The most important thing was to start operations as soon as possible. The strategy was to work with an out of the box design as much as possible and the main place where the design differed was the homepage. The Builder tool was used to design the homepage, which allows users to design pages with minimal knowledge of code. They are provided with components that they can drag and drop onto the homepage. Each component has settings – URL, information, etc.

The result of the chosen procedure:

Work on the project started in early January 2021. Delivered he was 10 weeks late. Thanks to this project, she created Seyfor company comprehensive view of the customer in Service Cloud, which will control the uniqueness of the data in later stages. Thanks to Service Cloud integration, all information about customer services such as customer orders or delivery addresses, transferred to Salesforce where it is may be used by customer service representatives. The project also included GDPR processing in electronic commerce, which allows customers to set their own protection preferences personal data for data stored in the Salesforce Service Cloud. Salesforce has a big advantage in scalability. As needed, you can expand the number of customers to almost any circuit. Another great advantage is the ease of use electronic commerce management. Salesforce is open platform, so many APIs are available for more integration, which is very important for e-commerce.

About BATIST Medical

BATIST Medical is a supplier of medical products operating in the Czech Republic, Hungary, Romania, Germany, Poland, Portugal, Slovakia and Spain. BATIST Medical is a major European supplier of masks, face masks, nanolayers, medical and hygiene products for wound care, bandages and other hygiene products for the healthcare industry. BATIST has created a new division, BATIST Digital, which will handle sales through the new

e-commerce website, lead the digital transformation of the BATIST group and create a new brand aimed at improving customer health.

About the company Seyfor

Seyfor is one of the main European providers of ICT solutions. The company employs more than 1,400 people in 7 countries and serves more than 260,000 customers in 35 countries. This year, Seyfor expects consolidated sales exceeding EUR 130 million and has long been ranked among the fastest growing IT companies in the region. In recent years, Seyfor has made dozens of significant acquisitions of IT companies in the Czech and Slovak Republics (e.g. Altus software, Aqua-soft, Axiom, BI Experts, CDL SYSTEM, Cígler software, Clever Decision, D3Soft, Dotykačka, Dynamica, GEMMA Systems, J.K.R., Mainstream, Smart software, Techniserv IT, Vema, WBI) and in the Balkans (Billans, MIT Informatika, SAOP). Seyfor has long been strengthening its position as an important European supplier of information technology for commercial entities and state administration.



Do you want a similar solution?

+420 511 182 400
webinfo@seyfor.com
seyfor.com

Seyfor

Just say it!