

# WHOLESALE GLASS VASES LAUNCHES ONLINE B2B ECOMMERCE STORE ON BIGCOMMERCE WITH SILK SOFTWARE

[wholesaleglassvasesint.com](http://wholesaleglassvasesint.com)

Wholesale Glass Vases (WGV) is an importer/wholesaler of a wide selection of vase, terrariums, geometric, floral décor, and wedding centerpieces. Headquartered in Los Angeles, CA, WGV is dedicated to delivering high-quality pieces to its customers throughout the U.S and Canada at the best value available. As part of their growth initiative to bring the B2B part of their business online, they turned to BundleB2B, BigCommerce, and Silk Software to deliver the optimal solution.

Previously on the Magento Open Source platform with a B2C catalog site, the WGV team had been conducting all of their B2B transactions offline. They incurred heavy overhead costs and needed to manage lengthy manual processes. In order to purchase items in bulk, B2B customers had to go through an extended offline application and approval process. Looking to automate and streamline these B2B workflows as well as improve the overall customer experience, WGV wanted a single eCommerce site where they could easily manage both their B2B and B2C customers and grow their business online. To achieve these goals, WGV made the switch from Magento to BigCommerce with a BundleB2B integration.



**ALL 50 STATES + CANADA**  
Supported Customers



**\$1-5+ MILLION**  
Annual Revenue



**UNDER 4 MONTHS**  
Time it took to launch site



**CUSTOMER ACCOUNT**  
Management / Approval



**SALES AND OPERATIONAL**  
Efficiency



**B2B AND B2C EXPERIENCE**  
on one **PLATFORM**

# OUR SOLUTION

Leveraging the features and functionality of BundleB2B to extend the native B2B capabilities of BigCommerce, WGV was able to bring the B2B experience online alongside their B2C offerings. From corporate account management to tier pricing, this could now all be managed in one central portal. The Silk team implemented a modern site for WGV on the BigCommerce platform with enhanced branding and improved navigation. With WGV's focus on building a site that would best support both their B2B and B2C customers, this improved the buying journey for customers who could now more easily discover and purchase the products they were looking for.



**EMPOWERED TO HANDLE THEIR B2B CUSTOMER ACCOUNT MANAGEMENT ONLINE THROUGH BUNDLEB2B, WGV IS NOW ABLE TO OPTIMIZE THE B2B BUYING PROCESS FOR THEIR CUSTOMERS ON THE BIGCOMMERCE PLATFORM WHILE STREAMLINING THEIR INTERNAL PROCESSES.**

B2B customers could now easily apply for and be approved for a WGV Business Wholesale account online with a faster turnaround time of 1-2 days. WGV currently handles the entire company approval process online and is able to manage bulk order wholesale discounts and custom catalogs directly from the BundleB2B portal. With their newly launched site, WGV is able to completely service both their B2B and B2C customers all the BigCommerce platform.



**AS A SMALL BUSINESS WHOLESALER, WGV WAS ABLE TO FIND THE RIGHT B2B SOLUTION FOR THEIR BUDGET AND REQUIREMENTS THAT WOULD ALLOW THEM TO ACHIEVE SALES AND OPERATIONAL EFFICIENCY ON THE BIGCOMMERCE PLATFORM WITH BUNDLEB2B.**



**FOR MORE INFORMATION, VISIT**

[www.silksoftware.com](http://www.silksoftware.com)

 949.748.3700

 [sales@silksoftware.com](mailto:sales@silksoftware.com)