TANNER BOOSTS SITE EXPERIENCE WITH A FULL PROGRESSIVE WEB APPLICATION (PWA) LAUNCH ON ADOBE COMMERCE CLOUD

www.tannerbolt.com/

With roots in New York City dating back to the 1950s, Tanner has become a nationwide go-to distributor for package & bulk fasteners, bolts, nuts, security products, power tools, safety, PPE, and more. As an industrial supplier for over 40,000 products, Tanner delivers a large depth of inventory to its customers with an emphasis on specialty and hard-to-find fasteners. Aiming to make the site experience for its customers easier to navigate and more user-friendly, Tanner looked to launch a new website leveraging cutting-edge technology and an enhanced design.

The company needed a modern website that could not only handle backend integrations with its ERP, PIM, and search service, but also deliver faster page load speeds and better site performance while accurately displaying its robust data. With a complete commerce solution on Adobe Commerce Cloud, Tanner is able to deliver a full PWA experience that improves the shopping experience for its customers.

KEY INTEGRATIONS

## MINDHARBOR - EPICOR PROPHET 21 (P21)

To provide a smooth connection between Tanner's ERP system and eCommerce platform to pull in and send accurate customer data, product data, and orders between the two systems, we worked closely with MindHARBOR on the direct integration of Tanner's P21 system with Adobe Commerce Cloud. The integration with Tanner's P21 ERP system allows the company to streamline operations and enjoy accurate, real-time access to its product, pricing, inventory, and delivery information.

HAWKSEARCH - ONSITE SEARCH

To power Tanner's on-site search, we established an integration with site search solution Hawksearch. From relevant recommendations to smart autocomplete, Tanner could tailor the search experience for its customers and deliver better results with data, machine learning, and other key tools to optimize search results and increase sales.

AKENEO - PRODUCT INFORMATION MANAGEMENT (PIM)

To simplify product catalog management and improve product data quality, we established an integration with Akeneo for Tanner to manage its robust product data, images, and other assets in one centralized location. With its PIM solution in place, it is now faster and easier for Tanner to collect and manage all its product information and distribute it to its sales channels and eCommerce site.
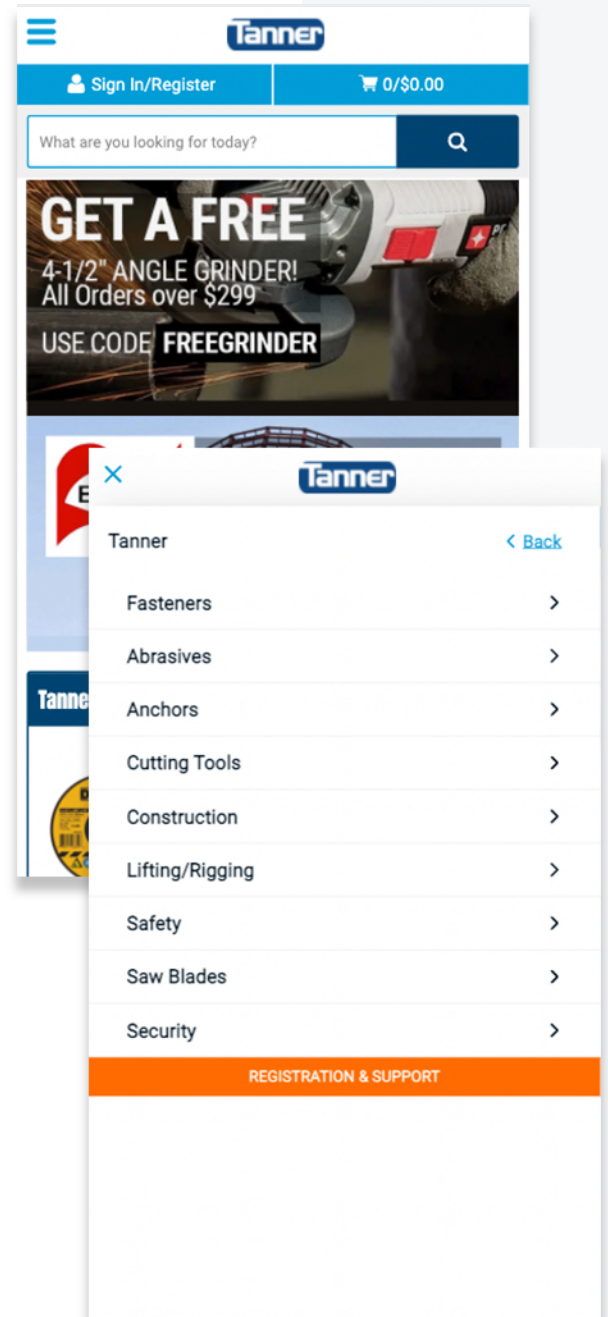
OUR SOLUTION

In launching a successful site that would be aligned with Tanner's growth and adapt to the changing needs of its customers, the Silk team put together a full Progressive Web App (PWA) solution on Adobe Commerce Cloud. Backed by a fast and flexible API-based commerce architecture, Tanner would be able to deliver an ultra-fast and engaging browsing experience across desktops, tablets, and mobile devices while still maintaining accurate, robust data and key B2B capabilities. Site visitors could enjoy faster load times and performance while navigating through the website.

Based on Tanner's requirements, we set up a table structure for its products that is seamlessly integrated with both Hawksearch and Akeneo while also maintaining the fast page loads speeds of a PWA solution. We designed an optimal way to display the detailed product data and core product attributes such as SKU, diameter, length, material, pieces per unit, price, and other key product information. This would allow Tanner's customers to quickly filter products, find specific attributes, and compare multiple products with one another to discover the right fit.

With a seamless integration to its Epicor Prophet 21 (P21) ERP system, Tanner could deliver accurate pricing to its customers with customer specific pricing, tier pricing, and bulk pricing syncing between its ERP and eCommerce store. The quick order pad enables users to find products by SKUs or upload a product list via CSV file to quickly add to cart and order, without having to navigate through the site. The custom registration workflow for individual users, company accounts, or additional employee shoppers also helps to streamline the shopping experience and provide relevant features and functionalities with information tailored to the user.

> **FROM QUICK ORDERING TOOLS AND STREAMLINED ACCOUNT REGISTRATION TO FAST PAGE LOAD SPEEDS AND TAILOR-MADE SHOPPING EXPERIENCES, TANNER'S NEW PWA ADOBE COMMERCE CLOUD SITE MAKES IT EASY FOR CUSTOMERS TO FIND AND SHOP FOR THE INDUSTRIAL PRODUCTS THEY NEED.**

Overall, with the successful launch of its new PWA eCommerce site on Adobe Commerce Cloud, complete with three key back-end integrations and a variety of front-end B2B features, Tanner makes the experience for its customers more seamless, easy to navigate, and user-friendly. Users spend less time on having to find the products they need, and more time on working on the business that matters. Our team looks forward to continuing to support Tanner in its ongoing eCommerce efforts as it continues to service customers nationwide.