

CASE STUDY

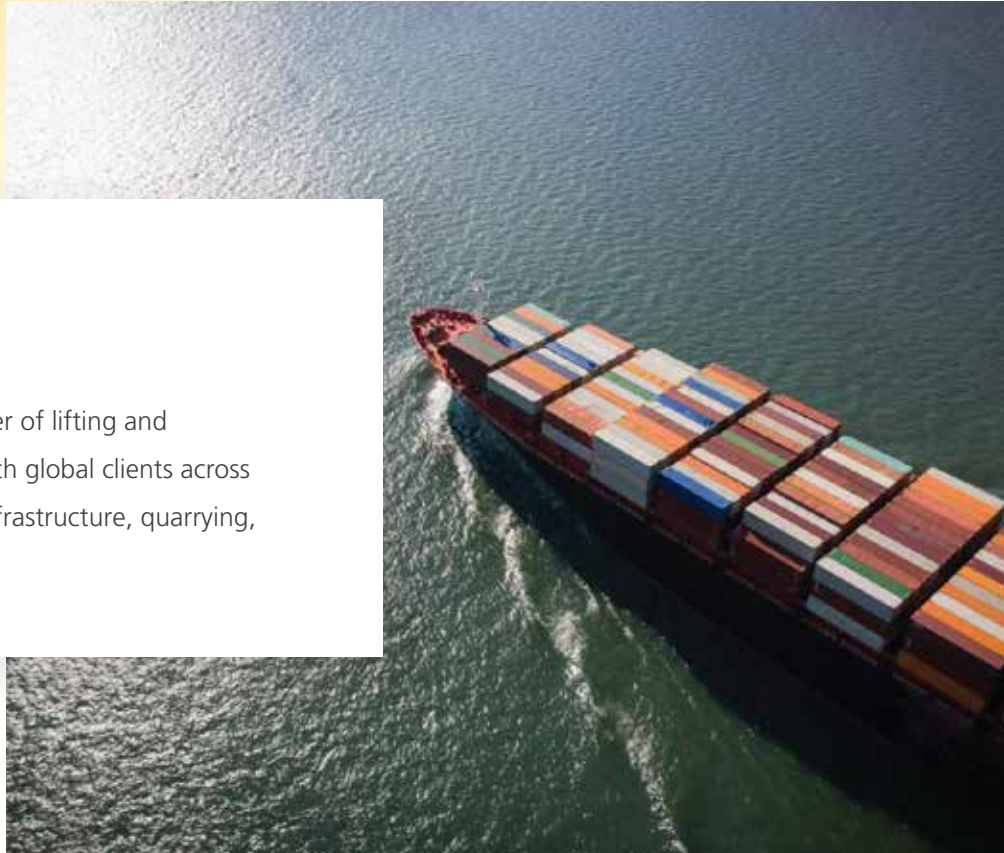
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# Optimizing E-Commerce Strategy Resulting in Global Manufacturer's 9% YoY Online Revenue Growth



## Client

The client is a US-based manufacturer of lifting and material-handling plants working with global clients across industries, including construction, infrastructure, quarrying, recycling, and more.



## Challenges



Online sales technology was not scalable. The client had to deliver personalized experiences for both B2B & B2C markets.



An inventory of over 0.5 million units in five languages and four currencies was challenging. The company could not leverage online sales despite its diverse product portfolio and global presence.



The client's growth trajectory was hampered by inefficient and suboptimal business processes lacking end-to-end optimization.

# LTIMindtree Solution

- Launch a digital B2B & B2C store, delivering a global e-commerce solution to handle 10,000 orders/month and 7,000+ dealers.
- Launched a new revenue stream in the B2C segment by leveraging a multisite feature, providing the flexibility to scale with an increase in the number of dealers & rollouts.
- Launched a new B2B e-commerce site supporting online aftermarket part sales.
- Integrated application in real-time with EBS R12, OTM, Dell Boomi, and Vertex for product catalogue, pricing, and order handoffs.
- Integrated application with CyberSource for credit card payment.
- Global template with reusable enterprise design, API first architecture, and configurable, reusable global widgets.

## Business Benefits Delivered



Growth in  
online revenue  
by 9% YoY .



Client experienced 3X increase in  
mobile usage, underscoring the  
growing trend towards mobile devices.



2X improvement in site  
performance and speed,  
enhancing the overall  
user experience.



Successful integration in four currencies  
and five languages into a seamless  
platform serving 25,000 users and  
7,000 multi-brand dealers .

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>