

A modern office desk with a computer monitor, a desk lamp, and a printer. The printer is a large, white and black multifunction device with a control panel and a paper tray. The desk is white and has a computer monitor, a desk lamp, and some papers on it. The background shows a window with a view of a city.

radicle

Bespoke Electronics E-store

Working with Dynamism, the leading retailer for 3D printers in the US, Radicle was able to create an end to e-commerce platform that synched in with a cloud-based accounting system.



Overview

Dynamism is one of the leading 3D printing solution providers for businesses in the United States has a chequered legacy of over two decades. It had over the years built up a formidable reputation for providing printing products and solutions to businesses with an eye on delivering the aptest solution for specific industries. The company catered to both small and mid-sized business while it also offered an array of printing products including 3D printers to enterprises. Over the years it had been recognized as a friendly and service oriented company which went out of its way to solve customer issues. The company was looking to leapfrog into the e-commerce space and expand its market across the globe and Radicle was selected as the technology enabler for fulfilling this effort.

Business Challenge

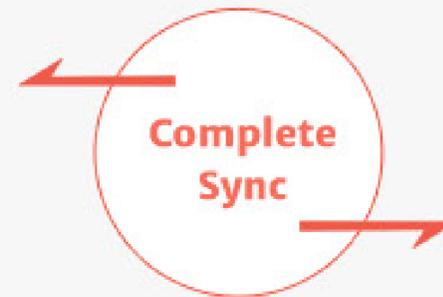
Owing to its decades in business, Dynamism already had its ecosystem in place in the traditional B2B space. From servicing to accounting, established processes were in place which needed to be synched with the new online sales channel. Not only did we need to create an intuitive e-commerce platform, we also had to ensure seamless integration with their financial and billing system and take into account inventory and fulfillment aspects. Moreover, we had to ensure that customers could still look forward to exceptional personal support, a cherished business practice that Dynamism imbibed, even if they purchased a product online.

How we helped

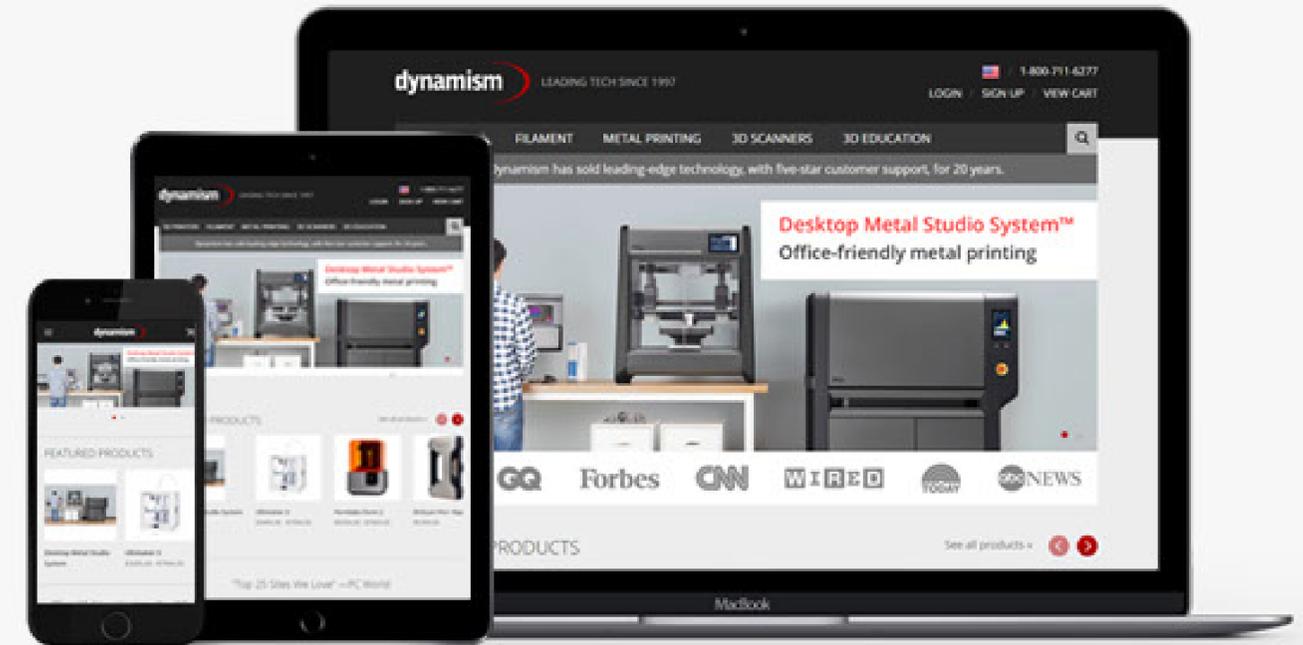
With a view of providing an exceptional buyer experience, we engaged in creating a user-friendly e-commerce website integrated with the cloud-based NetSuite System which is used for back office functions. On the technology front, we utilized the latest AJAX technology while at the same time ensuring support for search engine crawling of non-AJAX functions. Apart from the normal features of an e-commerce site, the site features a laptop configuration and a mobile configuration, with near real-time inventory and account management. A customized catalog management system was also created to manage categories, products, SKUs, product attributes, product configurations and inventory.



Products & Inventory



Orders



Results

Since its launch e-store of Dynamism has received rave reviews from its business consumers who found the site a breeze to go through and make informed purchase decisions. The site displays a streamlined workflow which makes it is extremely easy for customers to make a purchase. Owing to our search engine friendly design, the site has managed to garner appreciable search traffic. The checkout process is hassle-free with a relatively low shopping cart abandonment rates.

The site has garnered wholesome praise from many media outlets. The PC Magazine has included in its list of 100 Classic sites of all time while CNN considered it amongst the top eight sites for technology and gadgets. The site today plays a marquee role in the overall business growth of Dynamism, both as a platform for discovery and sale of top end 3D printers.



Seamless checkout process



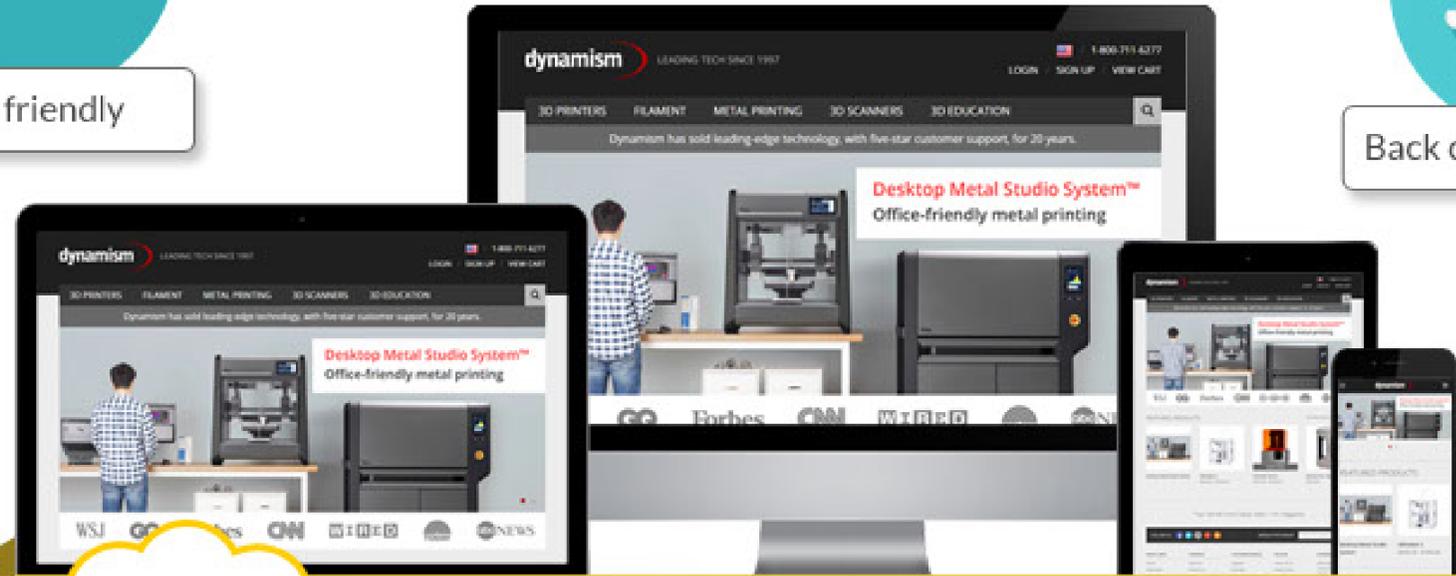
Low cart abandonment rate



SEO friendly



Back office integration



“Eight great sites for electronics and gadgets”
- CNN