# Case Study

## Anatrace

**www.anatrace.com**

**AVASTONE** TECHNOLOGIES LLC

### Industry
E-commerce

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## Background

Anatrace is an internationally-recognized leader in manufacturing reagents for membrane protein studies and custom chemical synthesis. They develop and supply the industry's finest high-purity detergents and lipids and are equally committed to the high standards that make it possible.

## Goals and Challenges

Recently divested from a parent company, Anatrace required a complete end-to-end solution that included a new website, an International e-commerce shopping cart, and an integration into a new ERP system.

Eager to have their new brand experienced, Anatrace identified three major goals for their website:

- Must be easily found in search engines by customers and prospects.
- Must provide analytics so that specific campaigns can be tracked and measured.
- Must allow easy access to post technical product documentation and allow for customer download.

In addition to the goals identified, Anatrace wanted to sell products on their website. Prior to their new site, they had 270 SKUS in their online catalog, which accounted for approximately 20% of their overall sales. Anatrace wanted to grow this to 50% of sales.

## Solution

During the discovery phase of the project, Avastone determined that Kentico was a good fit to address the customer's overall website and e-commerce goals, and Microsoft GP was identified as the ERP solution.

A custom integration between Kentico and GP was built utilizing a third party plugin to maintain PCI compliancy and perform order settlement inside of GP.
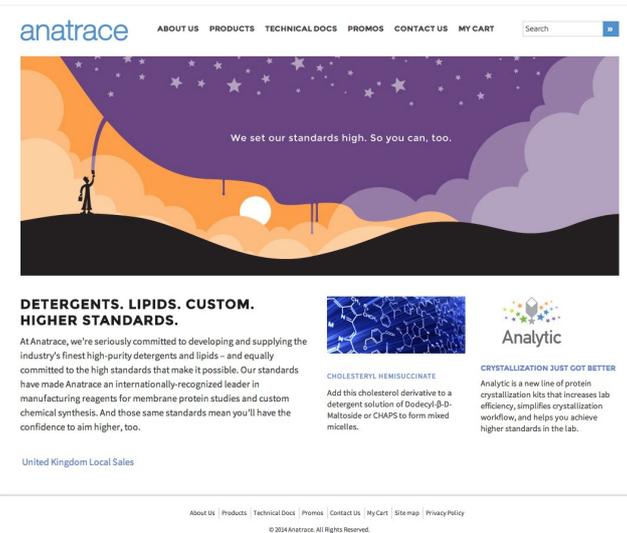
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## Results

Initially after the divesture, online sales took a little dip; however, by Month 3, Average Order Size (AOS) Month Over Month (MOM) increased by 24%. By month 6, Sales MOM grew 34%.

By month 7, the site was starting to show signs of repeat online business, with customers averaging 2 online orders.

The client is now focusing marketing efforts to drive more traffic to the site and follow up on abandoned carts utilizing a custom report.

## Key criteria for choosing Kentico

- Ease of Use
- SEO Friendly
- International E-Commerce
- Analytics
- Ability to Integrate with Microsoft GP

## Components

- Marketing Site
- SEO
- E-Commerce Shopping Cart with Multi-Currency
- PCI Compliancy
- Web Analytics
- Microsoft GP Integration

## Technologies

- Kentico 7
- Azox E-Payment
- Microsoft GP