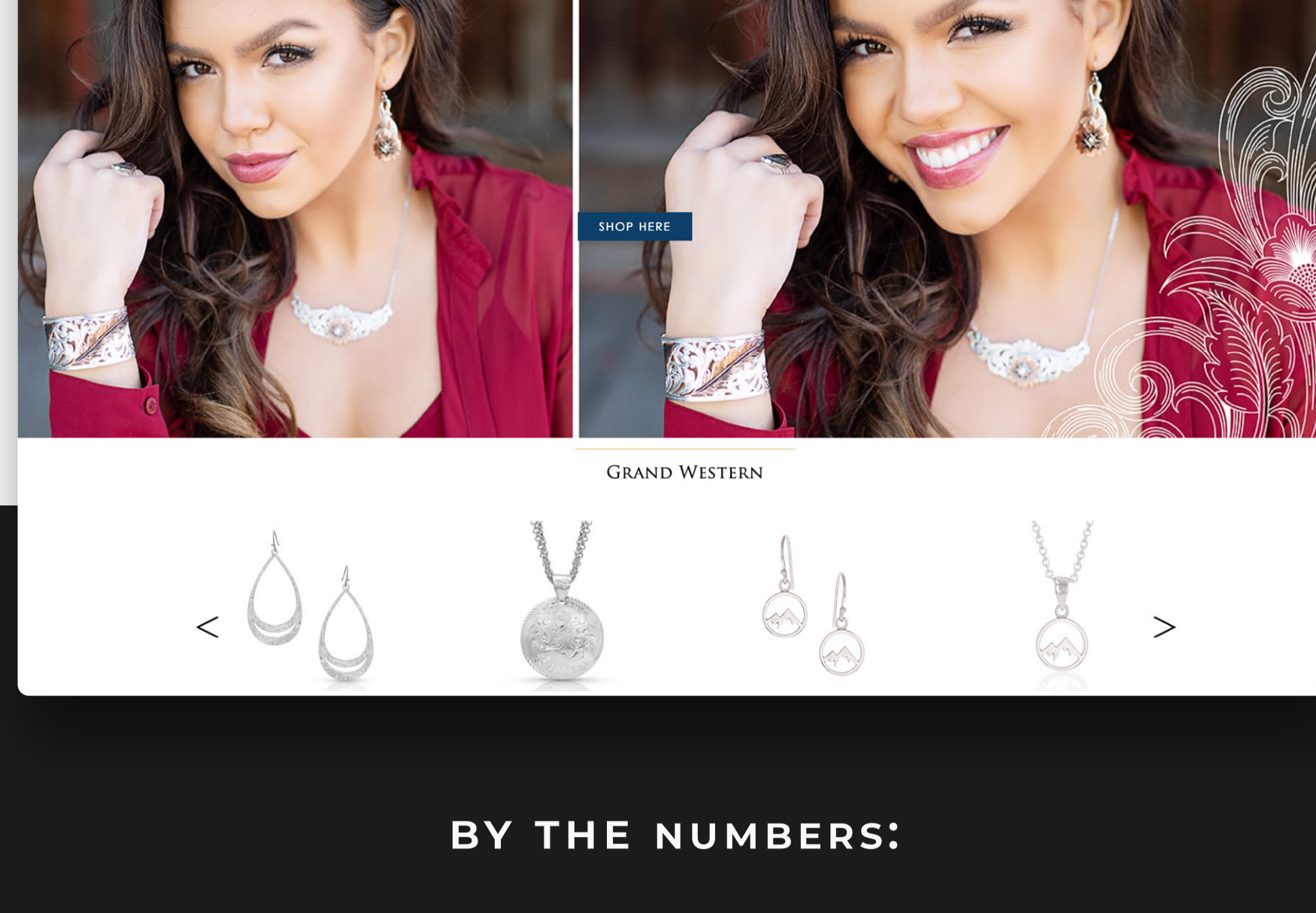


# Helping Montana Silversmiths Revolutionize Their B2B Experience

BY THINKING BIG AND LOOKING BEYOND THE STATUS QUO, IMAGINATION MEDIA HELPED MONTANA SILVERSMITHS MAKE THEIR ENTIRE B2B ENVIRONMENT MORE STREAMLINED, EFFICIENT AND PROFITABLE.



## BY THE NUMBERS:



50% increase in productivity



26% increase in reseller satisfaction rates



22% decrease in reseller delivery times

“Imagination Media took into account our needs and our resellers’ needs to create a retail environment that allows us to serve B2B customers faster and with less friction.

—Steve Anderson, Director of IT at Montana Silversmiths

Since 1973, Montana Silversmiths has been the brand of champions.

Forged in the traditions of the American West, Montana Silversmiths crafts unique and inspired jewelry, buckles and accessories for a diverse and ever-evolving market.

From the ranch to the rodeo, Montana Silversmiths’ products show how the West is worn.



## THE CHALLENGE

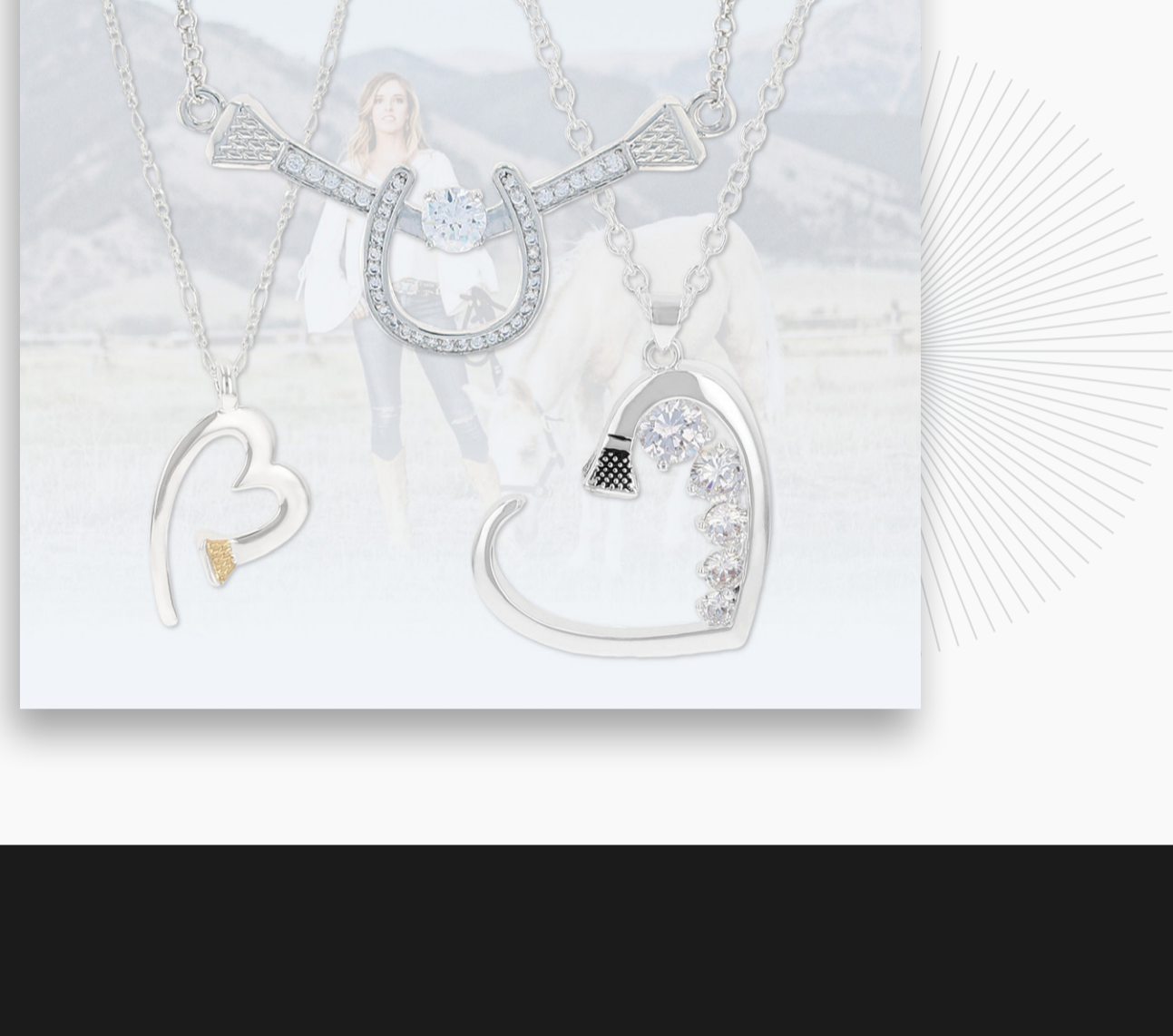
### The Challenge

Montana Silversmiths has always been committed to every customer. But before they teamed up with Imagination Media, their B2B retail experience didn't reflect that.

Montana Silversmiths sells most of their products and services through B2B retail channel partners. Their B2B customers are diverse, ranging from rural ranch stores to national chains.

*Some embrace technology. Others avoid it at all costs.*

Montana Silversmiths wanted to offer resellers more than just a catalog and shopping cart — they needed to create a retail experience that made every B2B customer feel like a VIP.



### PROJECT GOALS INCLUDED:

- ✓ Allow resellers and sales reps to see product availability and create on-the-fly inventories
- ✓ Develop model stock modules that allow sales reps to create custom control counts
- ✓ “Virtualize” the sales team by creating suggested quotes for remote orders
- ✓ Provide tools, training and marketing materials that empower resellers with a clear vision of the brand's values
- ✓ Reduce reseller overwhelm and overhead, while keeping prices low and speeding up delivery times

## THE SOLUTION

### The Solution

#### Services:

- B2B MAGENTO 2 COMMERCE
- INTEGRATIONS
- CUSTOM STOCK MODULES
- PRODUCT BUILDER

#### Partners:



Imagination Media harnessed the power of B2B Magento 2 Commerce to develop the best retail experience for the brand's resellers and B2B customers.

In addition to leveraging all of Magento's built-in functionality, Imagination Media also created custom modules, including:



#### Location Inventory Management

Gives sales teams the ability to remotely manage and interact with resellers to enable a smoother, more effective sales process.



#### Model Stock

Allows reps to control stock levels for each company's location at the customer level.



#### Cycle Count

Lets resellers and reps audit and manage available stock at every location and create suggested quotes and orders based on counted on-hand units. Eliminates the need for in-person visits and automates the creation of replenishment quotes and orders.



#### Expanded Quick Order

Extends Magento's Quick Order and Admin Order Entry modules to allow sales reps and customer service teams to scan orders via barcode, which saves time and reduces the potential for human error.



#### Custom Data Integration

Development of an easy-to-use integration platform that allows Montana Silversmiths to customize and sort by company, customer, order and product. Now, the brand can quickly adjust data requirements without hours of custom programming.

Thanks to Imagination Media, Montana Silversmiths can now deliver world-class service to every B2B customer.

Their customer service and fulfillment teams no longer have to spend hours deciphering orders, as everything is now clear, concise and consistent. Every rep is working from the same set of data, with complete visibility to market trends and product life cycles.

“Imagination Media transformed our business to business operations. Using Magento 2 Commerce B2B has been a game-changer for our sales, fulfillment, customer service and marketing teams. We no longer have to put pen to paper or have boots on the ground to achieve our sales metrics and service our end reseller customers.

—Steve Anderson, Director of IT at Montana Silversmiths

## Learn More

Want to see how Imagination Media can help you increase productivity and B2B customer satisfaction rates while decreasing delivery times?

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