

Success Story

Buffa Distribution Bows a Strike with commercebuild

commercebuild is a significant part of Buffa Distribution's technology solution, promoting efficient, sustainable growth, 24 hours a day.

Company
Buffa Distribution

Industry
Distribution

Sage Products
Sage 300



With commercebuild, we saw we could expand our webstore capabilities to serve our business customers as well." Buffa says that commercebuild was a big part of the decision to move to Sage. "We looked at Microsoft Dynamics too, but felt that Sage had the better solution with the integration of Sage 300 and commercebuild. That level of integration is hard to find elsewhere, and we can incorporate additional integrated solutions like Sage CRM."

A complete ecommerce solution

Buffa Distribution is the largest bowling products distributor in Canada and ships to more than 12 countries around the world.

The company implemented commercebuild simultaneously with the implementation of Sage 300. "We had an entry-level accounting package before, and it just couldn't keep up," recalls Mark Buffa, CEO. "We had eCommerce capabilities too, but only B2C (business to consumer).



Sage Tech Partner
Plus



Challenges

An entry-level accounting package that couldn't keep up with their growth

A very complicated pricing matrix, with various loyalty tiers and discounts

Manual processes for credit cards and recording approval data in the software



Results

The company now processes more than 150 orders per day with streamlined shipping

Buffa's operations work seamlessly 24/7, backed by the strong and comprehensive integration between Sage ERP and commercebuild

Integrated payment processing means customers can pay for orders or open invoices by credit card through commercebuild, with payment data flowing easily into Sage ERP

Buffa can scale the business further without adding more staff, thanks to the efficiencies the software provides



Solution

Flexible and frictionless, commercebuild delivered 24/7 revenue opportunities to Buffa and their customers. Quick to deploy and easy-to-use, eliminating the need for middleware between the storefront and ERP data to enable seamless online buying and selling.

“As a distributor, we may be selling many of the same products as our competitors, so in order to differentiate ourselves, we have to be better. We have to be faster. With commercebuild, we can focus more resources on getting our orders out quickly and accurately.”

Mark Buffa

CEO, Buffa Distribution