

▶ **Enhancing the eCommerce
Experience for a Life Sciences
Solutions Provider**



Overview

Our client, one of the world's leading providers of flow cytometry and imaging instruments, wanted to upgrade to a more robust and scalable eCommerce solution to boost online sales. They required a solution that facilitates integration with catalogs, databases, and CRM systems such as Salesforce. Leveraging QBurst's customization skills and technical proficiency in third-party integrations, a high performance solution on Adobe Commerce was implemented.



The client is a premier biotechnology company in the flow cytometry industry that delivers innovative cell sorting, flow cytometry, and reagent solutions. Based in the U.S., the client has affiliate offices in East Asia and Europe with distributors spread across the world.

Business Requirements

The client wanted an eCommerce portal that caters to a global audience. The search engine optimized site would feature an intuitive and user-friendly design that would significantly improve user experience. The system would synchronize with ERP systems and automate order workflow.

Our Solution

The responsive eCommerce website, based on Adobe Commerce, is user-centric and enables easy navigation. The core Adobe Commerce workflow was customized to match the client's business model and integrated with their ERP system. Web Forms integration with Salesforce provides a single system to handle enquiries. We also developed an ETL module to sync products from multiple vendors and integrated WordPress for content management.

The image displays a responsive eCommerce website across three devices: a desktop monitor, a laptop, and a smartphone. The desktop monitor shows a dashboard with various analytics and product listings. The laptop shows a product page for the SP6800 Spectral Analyzer. The smartphone shows a mobile-optimized view of the same product page.

Desktop Dashboard Data:

Category	Value
Average Orders	\$2,021.41
Last 5 Orders	Table with 3 columns: Customer, Items, Grand Total
Last 5 Search Terms	Table with 3 columns: Search Term, Results, Number of Uses
Top 5 Search Terms	Table with 3 columns: Search Term, Results, Number of Uses

Desktop Analytics Summary:

Revenue	Tax	Shipping	Quantity
\$40,428.25	\$1,775.21	\$707.20	23

Desktop Product Listing:

Product Name	Price	Quantity Ordered
Cell Sorter	\$0.00	53
Spectral Analyzer	\$340.00	35
Cell Motion Imaging System	\$60.00	31
OHS Cell Sorter	\$510.00	25
Bath Minerals and Salt	\$25.00	20

Laptop Product Page (SP6800 Spectral Analyzer):

Overview System Spectral Applications Specifications

SP6800 Highlights - Take the video tour

- Uses spectral analysis technology that optimizes sensitivity while simplifying application design and workflow.
- Enhances dim signal detection for better visualization of rare populations, fluorescent proteins and fluorochromes excited by multiple lasers.
- Incorporates advanced electronics and patented optical technologies for greater stability, and automated quality control that deliver very high resolution of target populations.
- Easy to use software features automated alignment and laser delay via set up wizards, easy acquisition with simplified voltage settings and flexible analysis that enables populations to be gated or seen spectrally to ensure accuracy.

Smartphone Product Page:

SP6800 Spectral Analyzer

SP6800 spectral analyzer / flow cytometer uses patented technology and spectral technology to optimize sensitivity and simplify multicolor panel design.

SP6800 Spectral Analyzer

SP6800 spectral analyzer / flow cytometer features ease-of-use, automation and spectral technology to optimize sensitivity and simplify workflow.

FLOW CYTOMETRY: CELL SORTERS

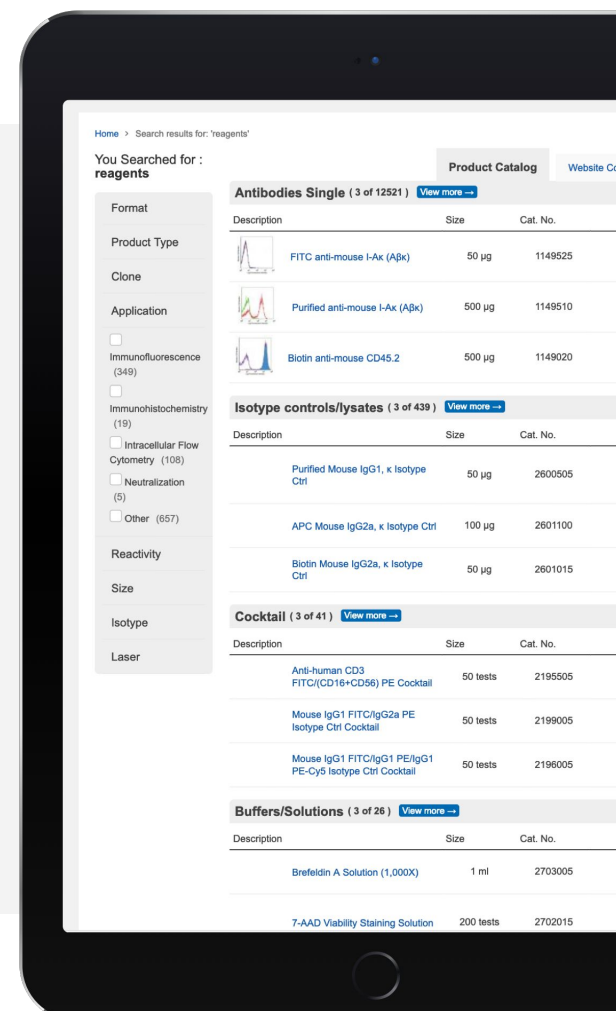
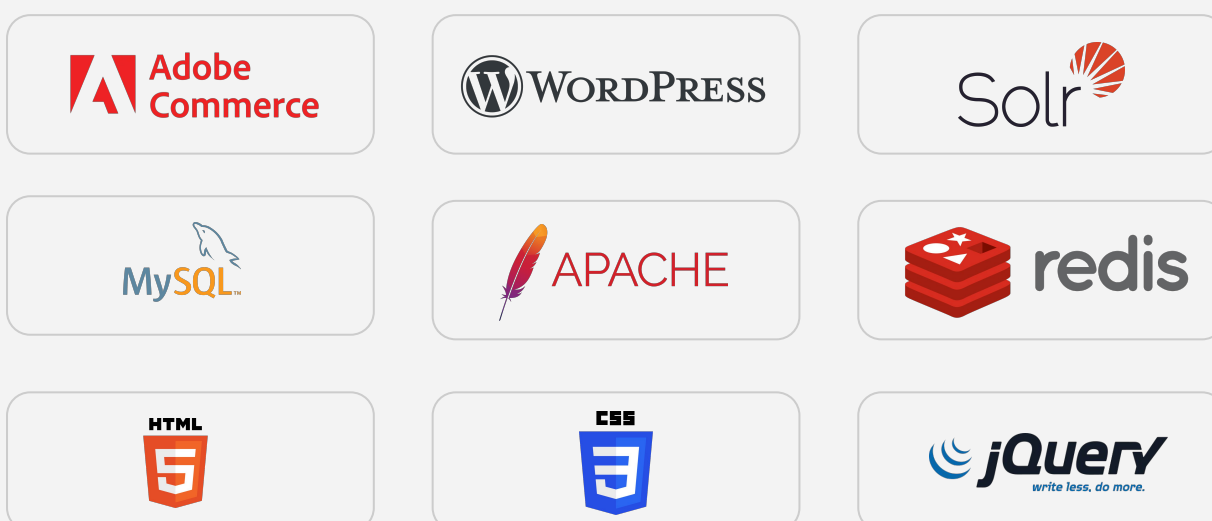
MA900 Multi-Application Cell Sorter

MA900 multi-application cell sorter features ease of use, support for up to 12 fluorescence parameters and 6...

Key Features

- Separate storefronts created for Europe, U.S., and China
- Visitors directed to the correct storefront based on their geolocation
- Integration of eCommerce with ERP system to synchronize orders in real time
- Dynamic Product Data Sheet generation in PDF format using the product catalog data
- WCAG 2.0 Level AA compliance
- Integration of Salesforce Web-to-Lead Forms to automatically generate leads with the prospecting data from website visitors and to track leads from multiple sources
- Customized discounts and promotions for each customer group
- Integration with WordPress; implemented newsletter
- Custom product microsites to create listing impact
- Implemented multiple customer account levels/roles for additional privileges
- Creation of multiple shopping lists by customers
- 'Order Edit' option via admin backend to change products or apply discounts
- Powerful internal search engine developed using Apache Solr
- Bulk import functionality for product catalog and customers using custom-built ETL tool with configurable data extraction and validation features
- Product recommendations in catalog section; single page checkout
- First Data Payeezy payment gateway integration
- Redis integration for caching
- Configuration of multiple roles for different back-office operations
- SEO friendly

Technologies



Business Benefits

- ❑ Highly responsive website enabled consumers to access products from any device leading to a 22% increase in transactions
- ❑ Improved user experience with dynamic searching feature
- ❑ 35% increase in site visits with improved customer satisfaction
- ❑ 31% increase in revenue six months after launching the new portal



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