

# Global Digitization Project: Not leaving Canada behind



## Global Digitization Project

*“Ward provided a consultant that was prepared and had exactly what we were looking for. He was easy to work with and had a great demeanor. We were confident in his ability to deliver, required no hand holding and understood the complexities of the project”.*

*Manager, eCommerce Product*

### Business Overview

Canada’s largest provider of industrial products with over 300,000 SKU’s and has 2,200 employees, over 170 locations and 6 distribution centers with a rich 100+ year history.

### Challenges (Technical/Business)

As the leading provider of industrial supplies to both small and large businesses in Canada, this client had a real challenge with an eCommerce platform (SAP/Hybris) the company had decided to develop and implement globally. The Canadian operations required representation to ensure the success of the Canadian project as the U.S. resources were dedicated to the U.S. client and end user base resulting in requirements not being met for the Canadian clients and end users and the possibility of missing the launch date.



To resolve this issue, the client required resources to develop the User Interface as well as a Product Manager working in their Agile environment to ensure that the content represented Canadian interests. By having Canadian representation of this complex project, Ward's consultant gathered requirements from different customer segments ensuring the development was in line with the platform launch deadline.

## Results, Return on Investment, and the Future

By investing in newer technology and working with Ward Technology to find the best Consultants with the experience and technical expertise required, this leading Canadian distribution company is looking at an increase in traffic to their website by 40% increasing revenue and are consolidating distribution centers resulting in significant savings.



## Ward Technology's contribution to a Successful Launch

- Worked with the U.S. Team to understand the nuances of the system and the Agile methodology being utilized
- Gathered requirements for different customer segments
- Wrote User Stories and worked Business System Analyst (BSA) for Sprint backlog grooming
- Analyzed the current user experience documentation and made improvement recommendations
- Successfully tested the platform for the readiness for different customer segments

