How a Promotional Products Business Creates Online Stores for Its Clients Worldwide

A Case Study of Brandinc

WebJaguar
The Power To Leap Ahead™

Promotional merchandise and online solutions provider goes global with WebJaguar

Brandinc has been designing and producing high-quality, custom merchandise for brands since 1998. The company is more than simply a supplier of promotional products. It takes pride in immersing itself in its clients' business. It analyzes their marketing objectives to identify the best branding solutions so it can produce bespoke promotional products that convey core brand values. And then it creates custom online stores that help them build customer loyalty.

"Thanks to WebJaguar, Brandinc is now able to successfully partner with global brands and large global corporate clients. We are now a true global solution provider."

Adrian Ferrand
CEO and founder
Brandinc

Since its founding two decades ago in the U.K., the company has quickly expanded globally—opening offices in the U.S., Australia and Hong Kong, among others. Not surprisingly, Brandinc has established itself as a trusted global leader and pioneer of promotional merchandise and online solutions.

But Brandinc's global presence—coupled with growing ecommerce demands of customers who expect to shop anywhere, anytime and on any device— meant the company needed a robust ecommerce solution that could support its international clients. And its existing technology was falling short.

In 2016, Brandinc recognized that to succeed in the increasingly competitive B2B ecommerce world and offer its clients and their customers the shopping experience they expect, it needed to replace its old technology with a more robust, global solution that is quick, easy and user-friendly. So Brandinc partnered with WebJaguar

Highlights

Situation: Promotional merchandise and online solutions provider Brandinc needed to replace the older, basic technology it offered its clients with a fully global solution that could handle the complexities of international currencies, languages, and global order fulfillments and deliveries.

Solution: Brandinc partnered with WebJaguar, which works with Brandinc to build its clients' state-of-the-art sites and online stores to handle the complexities of their global ecommerce needs and branding consistencies.

Results: Brandinc has been able to successfully partner with global brands and large global corporate clients—becoming a true global solutions provider.

to implement its fully global ecommerce platform for its clients.

Situation

As the ecommerce landscape continued to rapidly evolve, and the demands of customers constantly grew, Brandinc needed to ensure the web stores it designed, built and hosted for its clients were as simple and easy to use as possible—from ordering to fulfillment. With more and more of its clients having multiple offices or expanding globally, Brandinc's client stores needed to be able to handle the complexities that came along with large and/or international businesses.

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>
> Bachir Kassir
> CEO
> WebJaguar

"But prior to 2016, we didn't have a global solution," says Adrian Ferrand, CEO and founder of Brandinc "Our U.K. clients were on sites in the U.K. Our Australian clients were on an Australian site, and so on."

And the simple act of making changes and updates to these sites was cumbersome and time-consuming. "We either confronted mechanical difficulties or we needed to

hire programmers to handle updates," Ferrand explains. "Everything was so hard to get done."

As a B2B business trying to succeed in an increasingly competitive ecommerce landscape, Brandinc recognized its existing technology was no longer measuring up to the needs of its clients. The company needed a comprehensive solution that could handle cross-border purchases from order through fulfillment and delivery in the language and currency its client required.

"We needed to be able to build a simple site that could operate in multiple countries and support multiple languages, and it needed to be able to operate global warehouses," Ferrand says. "Those were our three key requirements—and WebJaguar was able to deliver."

Solution

As it does with all of its clients, WebJaguar launched its partnership with Brandinc by carefully outlining the project requirements—with a goal to exceed Brandinc's expectations and ensure a successful deployment.

WebJaguar's first Brandinc project required setting up an online solution for an international services organization. With Brandinc's help with coordination and communication, WebJaguar worked closely with the client's IT and marketing

teams. WebJaguar was able to set up an online portal that automatically downloaded an Excel order form from the client and pushed the order automatically through to the vendor for processing. The vendor, in turn, sent through full details of the processed order back to the client.

"Brandinc and WebJaguar have become an integral and powerful marketing team working together," says Bachir Kassir, CEO of WebJaguar. "Our combined expertise in promotional merchandise and online solutions has truly benefited Brandinc clients."

According to Ferrand, WebJaguar's long history helping B2B companies build online solutions coupled with its industry knowledge in custom and promotional products positioned it as an ideal partner for Brandinc. "WebJaguar thinks about the processes from the backend to the front—essentially, what a promotional products company has to do to produce high-quality, custom merchandise for brands," he explains. "They really understand the industry better than anyone else to their degree globally."

Results

Since that first project four years ago, WebJaguar has collaborated with Brandinc and their international clients to build more than 25 successful web solutions and online

stores—counting clients such as Lions Club International and LinkedIn among their success stories.

"Thanks to WebJaguar, Brandinc is now able to successfully partner with global brands and large global corporate clients," Ferrand says. "We are now a true global solution provider."

About WebJaguar

WebJaguar is a leading ecommerce platform for small- and medium-sized businesses. We provide a complete range of website set-up, custom programming, support and online marketing services. WebJaguar is a software-as-a-service (SaaS) platform containing more than 100 features to maximize sales and reduce costs for B2B companies and retailers. (www.webjaguar.com)