



CUSTOMER CASE STUDY

# BRANDING



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



## BRANDINC

BRANDINC PARTNERED WITH QAD WEBJAGUAR DIGITAL COMMERCE, 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.

**HIGHLIGHTS**

<b>Company</b>	Brandinc
<b>Headquarters</b>	Los Angeles, CA
<b>Industry</b>	Promotional products
<b>Products</b>	Custom merchandise
<b>Solutions Utilized</b>	QAD WebJaguar Digital Commerce*

**THE COMPANY: BRANDINC**

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.

Since its founding two decades ago in the UK, the company has quickly expanded globally — opening offices in the US, Australia and Hong Kong, amongst others. Brandinc 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

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Adrian Ferrand, CEO and founder Brandinc

— meant the company needed a robust eCommerce solution that could support its international clients. And its 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 QAD WebJaguar Digital Commerce to implement its fully global eCommerce platform for its clients.



**THE CHALLENGE: 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.**

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.

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

As a result, 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 digital commerce 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."

**THE SOLUTION: A GLOBAL DIGITAL COMMERCE SOLUTION TO SUPPORT MULTIPLE COUNTRIES AND LANGUAGES FROM GLOBAL WAREHOUSES.**

As it does with all of its clients, QAD WebJaguar Digital Commerce launched its partnership

**OPERATE IN MULTIPLE COUNTRIES**

**SUPPORT MULTIPLE LANGUAGES**

**OPERATE GLOBAL WAREHOUSES**

with Brandinc by carefully outlining the project requirements — with a goal to exceed Brandinc's expectations and ensure a successful deployment.

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

QAD WebJaguar Digital Commerce 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, QAD WebJaguar Digital Commerce'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.”

#### THE BENEFITS: A GLOBAL SOLUTION SERVING GLOBAL CUSTOMERS.

Since that first project in 2016, QAD WebJaguar Digital Commerce 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.

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#### ABOUT QAD WEBJAGUAR DIGITAL COMMERCE

QAD WebJaguar Digital Commerce is a leading eCommerce platform for medium to large-sized businesses. We provide a complete range of website set-up, custom programming, support and online marketing services. QAD WebJaguar Digital Commerce is a software-as-a-service (SaaS) platform containing more than 100 features to maximize sales and reduce costs for B2B companies and retailers. For more details see [www.webjaguar.com](http://www.webjaguar.com).

\*WebJaguar was acquired by QAD in 2021.

