



“

Dan Mitchell, President, RackSimply

boost! drastically improved the customer experience for RackSimply. Before boost! Users were lost in endless accessory options that converted poorly. boost! and the team at channelcentral only recommend the most popular and likely attach options that transitioned Rack Simply from a website, to a seamless configure-price-quote experience.

”

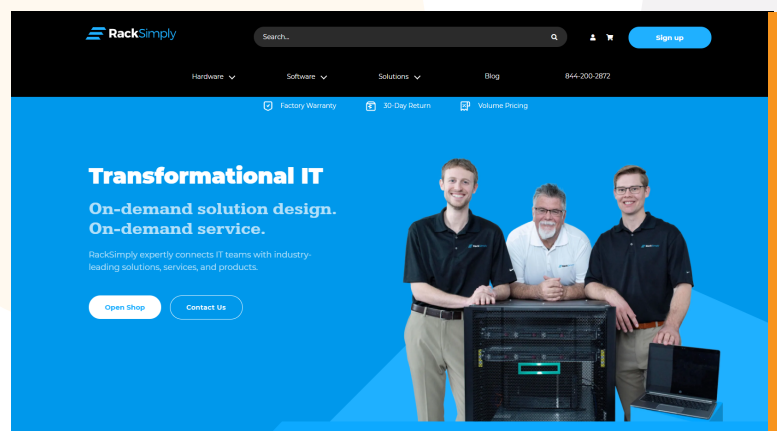
Service
boost!

Requirements

Frictionless eCommerce

Background and challenges

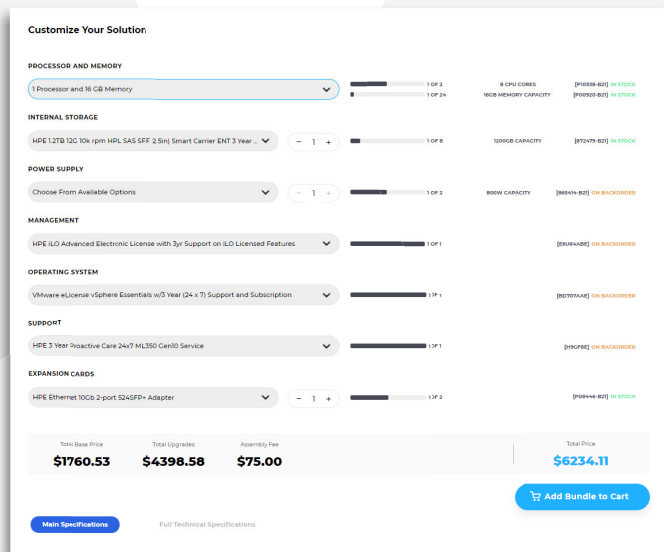
Based in Idaho, USA: RackSimply is a passionate and highly competent organization that helps end user customers deploy and refresh their DataCenter technologies. It specializes in Servers, Storage and Networking in traditional and hyper-converged environments.



RackSimply wants to provide their customers with a frictionless eCommerce experience. Servers always need customization and the effort required to profile every HPE ProLiant server model with the correct options (Hardware, Software and Services) is high. Providing configurations that are guaranteed to work is virtually impossible for a small organization.

Every online Shop faces the same challenge as RackSimply. Showing some Options, no Options or every Option can be a very confusing experience for the user, resulting in poor online conversion. RackSimply engaged with channelcentral to improve their Shop.

RackSimply also had a requirement to:



- Remove the need for their eCommerce team to select, profile and code the configuration rules
- Manage the product lifecycle
- Make suggestions on improvements to the data mix
- Protect the brand image of the Store
- Have zero training for users.

The Solution

Historically channelcentral has embedded CPQ tools into Distributor Web Sites. This was an option for RackSimply but it was discounted as the technical competence of the user is unknown. RackSimply needed something so easy to use that absolutely no training is required.

The solution was to leverage a new service from channelcentral called boost!: a Data Service. Using the data, channelcentral was able to deliver a Web Service that contained “always valid” configurations which are called Attach Patterns.

“

Dan Mitchell, President, RackSimply

boost! drastically improved the customer experience for Rack Simply. Before boost! Users were lost in endless accessory options that converted poorly. boost! and the team at channelcentral only recommend the most popular and likely attach options that transitioned Rack Simply from a website, to a seamless configure-price-quote experience.

”

Implementation and Benefits

RackSimply connects to the Web Service, sends a request for a System Unit Part Number and boost! returns a series of Options. RackSimply's Developers read the data in and produced the UI, although channelcentral also provides an optional User Interface (as a plug-in).

boost! Attach Patterns is offered as a service, so as new products are introduced they are added. channelcentral leverages the vast amount of quote data from other services to improve the options coverage: machine learning (AI) basically.

boost! allowed RackSimply to meet its objectives. It is the first Partner Store in the World to offer this capability.

Recommendations

“

Dan Mitchell, President, RackSimply

RackSimply looks forward to continuing the mission to simplify high-tech procurement with the team at channelcentral. They are extremely professional, talented, and on the cutting-edge of Channel Tech.

”

“

Tim Moyle, CEO, channelcentral.net

RackSimply has been an ideal customer for boost! Attach Patterns, immediately seeing the potential, executing flawlessly and working with our Development and Product Teams to improve the coverage.

boost! is a strategic investment for channelcentral. It has very broad appeal as uses AI to solve an issue for every Store owner looking to offer customization for technology products. It means that channelcentral can offer data only, light plug-in or full CPQ plug-ins to the IT Channel. Plus it's very, very clever!

This is the era of Data – as evidenced by Google, Microsoft (LinkedIn) , Facebook, Twitter et al. Putting Data at the heart of our services means that we can respond to a wider set of eCommerce needs and produce better results for customers that subscribe to our services.

”



boost! your eCommerce and choose one of our three data levels:

- Compatible Options
- Recommends
- Attach Patterns

For more information on boost! please visit
www.channelcentral.net/boost