

<codup/>

DMF Lighting



Case Study

Bringing simplicity to complex commerce processes

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DMF Lighting

Leading provider of luxury lighting solutions

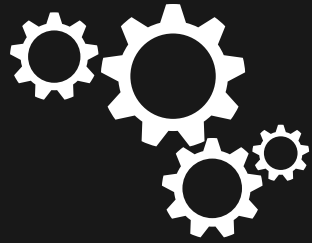
Caters to large-scale commercial and renovation projects, primarily targeting interior contractors and designers.

Their custom, made-to-order lighting is carefully selected by designers, many of whom are employed by either interior design companies or contractors.

Resellers and distributors help DMF reach their customer base, with resellers focusing on capturing demand without holding inventory.

Given the complex nature of their products, which offer millions of permutations and customization options, DMF required a sophisticated solution to manage both their B2B and B2C operations efficiently.

CHALLENGES



Complex Product Customization

DMF offers a high degree of customization with millions of possible configurations, making the sales process intricate. DMF was using the APO product configuration app to allow users to customize and place orders online. However, this app had limitations that affected the user experience and functionality.

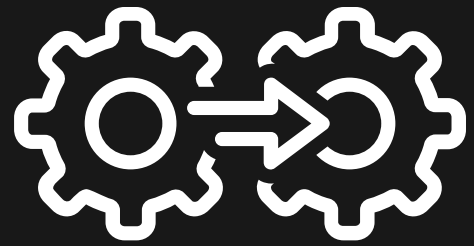
CHALLENGES



B2B and B2C Management

DMF was managing both B2B and B2C sales through a single website, with only slight advantages offered to B2B buyers, primarily in shipping. There was a lot of manual work involved as DMF manually offered incentives to their B2B buyers that ordered online.

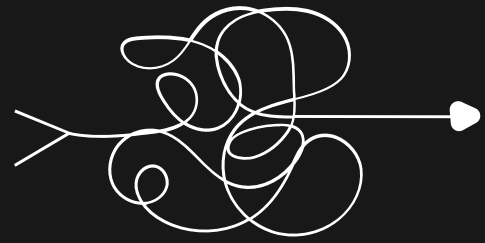
CHALLENGES



Integration with Oracle ERP

DMF manages their inventory, SKUs, and pricing through Oracle ERP, and required a robust integration to handle order placements, price lists, and account management for their B2B clients.

CHALLENGES

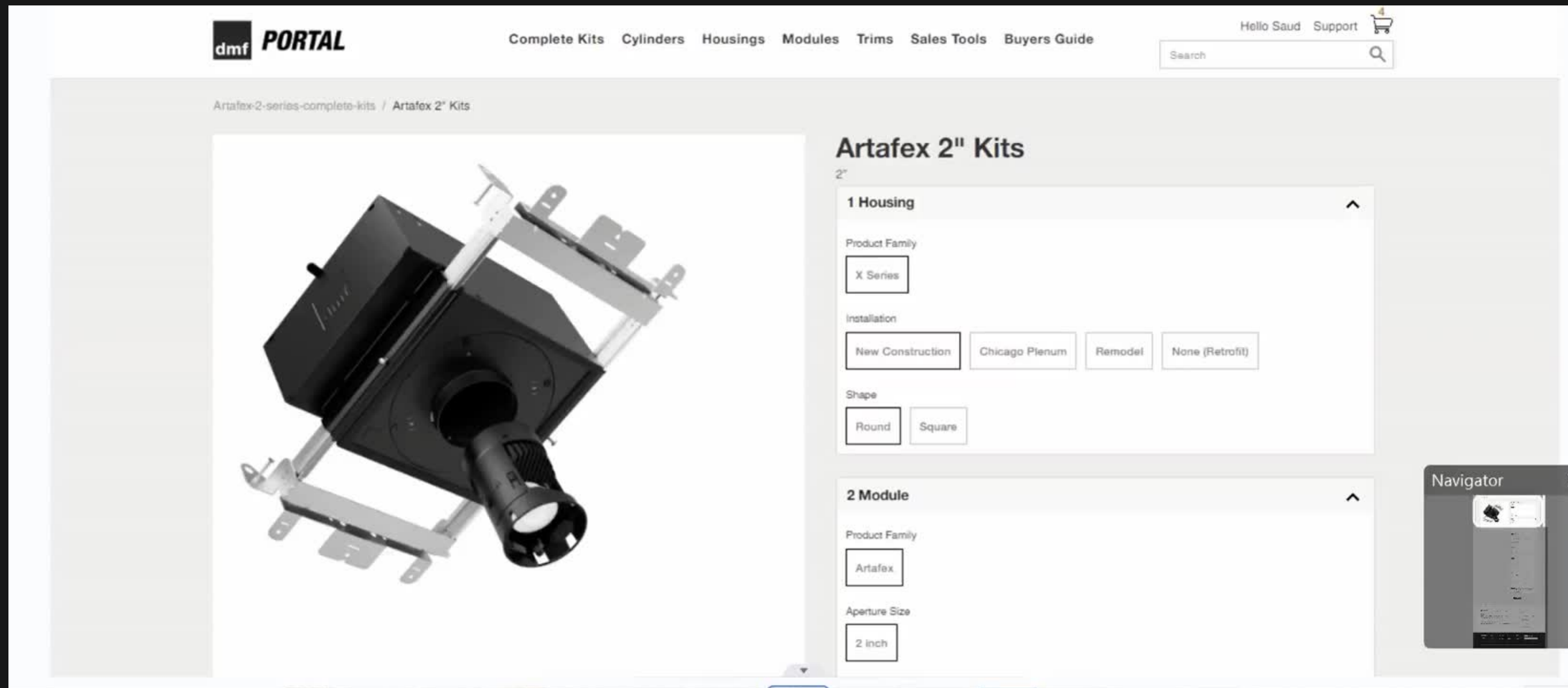


Complex Sales Process

Every building is treated as a unique project, requiring a sophisticated system to handle multi-step orders, company accounts, and associated users.

SOLUTION

Custom Shopify Plus Development and Integration with Oracle



[Watch Video ↗](#)

SOLUTION

Custom Shopify App

Due to limitations in the APO product configuration app, we built a custom Shopify app using meta objects to handle product configuration more effectively. This app allows users to configure and customize products with ease and seamlessly integrates the complex ordering process into the existing Shopify Plus and Oracle ERP systems.

Custom Shopify App

We developed a feature that allows users to save their projects during the configuration process, making it easier for contractors and designers to revisit and manage their orders over time.

Product Bundling

On order placement, the app automatically creates a product bundle that reflects the chosen customizations, simplifying the inventory management process in Oracle.

SOLUTION

B2B eCommerce Features

We created a separate module for B2B sales to handle the specific needs of larger commercial projects and contractor accounts. The B2B module includes Company Account and Order Page Customization and Net30 Payment Integration.

Company Account and Order Page Customization

This allows companies to create accounts and manage multiple users, each with their own access levels and order histories.

Net30 Payment Integration

We integrated a Net30 payment option for B2B clients, with all billing and payment terms managed through Oracle.

SOLUTION

Integration with Oracle

To streamline operations, we developed several integrations between Shopify Plus and Oracle ERP, ensuring smooth data flow and synchronization across systems.

Order Integration

Orders placed on Shopify are automatically pushed to Oracle for processing.

Company and Pricelist Integration

Companies and their specific pricing agreements are synced with Oracle, ensuring accurate billing and pricing on every order.



Contact us for
bespoke solutions
for your business



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