

Wholesale eCommerce Guide

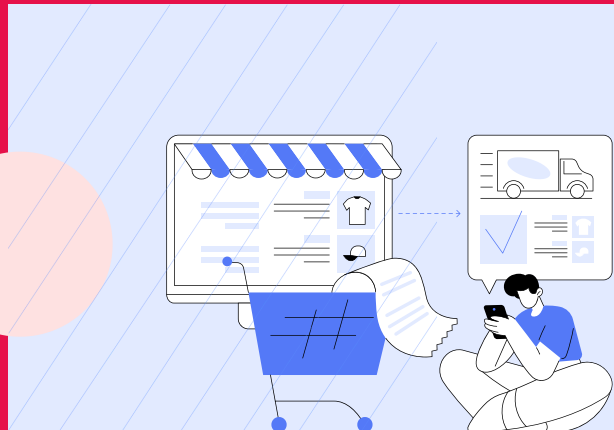
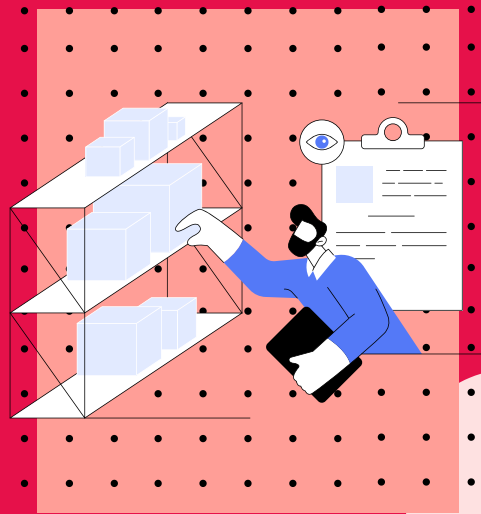
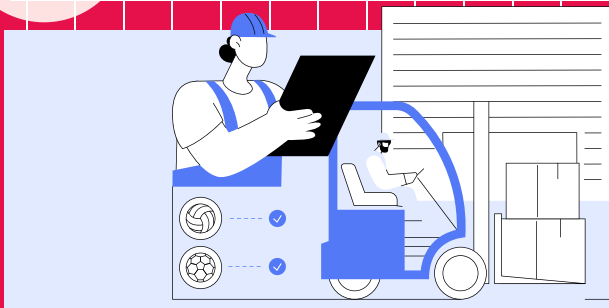


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Wholesale Needs Vs Traditional eCommerce

Wholesale business needs are complex. Traditional eCommerce platforms, built for B2C, show their limits when it comes to managing the intricacies of bulk ordering, tiered pricing, and personalized client relationships.

- Complex Supply Chains
- Legacy Systems
- Traditional Business Models
- Customization and Volume Orders
- B2B Market Dynamics
- Security Concerns
- Direct to Consumer Conflict

Wholesale Needs Vs Traditional eCommerce

B2B Sales Processes vs B2C automated sales

Building personal relationships with customers is the driver of wholesale. Translating this online can be challenging for traditional eCommerce platforms. From b2b portals, personalized catalogs, flexible tiered pricing and 1-1 account management.

Complex Supply Chains vs Direct Fulfillment

Wholesale need for advanced inventory and supply chain management integrations to handle large volumes, back orders, and supplier coordination is too complex to setup for traditional eCommerce platform.

Large volume vs small orders

The scale of wholesale operations, including can quickly exceed the capabilities of traditional eCommerce systems. Also ensuring the security of online transactions, especially for large orders, is a significant concern that needs needs to be meticulously addressed.

Secure integrations vs Third-Party Plugins

Traditional eCommerce platform rely on 3rd party plugins to connect your systems - ERP, CRM, Warehouse - which can hinders wholesale operations due to poor connection issues and security issues with the reliance on 3rd party.

Complex Product Catalog vs Product listings

Extensive and complex product catalogs, multi-brands shopping, variants and customizations are usually dealt with in mainstream eCommerce platforms using workarounds leading to errors and inefficiencies in product management.

Tiered Pricing vs General pricing

The pricing flexibility is mandatory to support custom pricing for different customers based on volume or long-term agreements as well as the complexities of bulk ordering. Most traditional eCommerce platforms have limited customization possibilities

Core dna's Wholesale eCommerce Solution

At Core dna, we understand the wholesale business model so we built a unique set of solutions to address its complex needs. Our comprehensive platform offers wholesale businesses a robust, scalable and flexible solution ensuring smooth and efficient operations.

- Flexibility
- Customization
- Integrations
- Scalability



Core dna Wholesale Solutions

Customer Portals & Communications

Setting up a dedicated B2B portal is straightforward with Core dna. The platform allows you to create a user-friendly portal where wholesale customers can place orders, track shipments, and manage their accounts, all from one centralized location.

Custom Sales Models

Core dna supports various custom sales models, including tiered pricing, volume discounts, and 1-to-1 pricing agreements and quotes. This flexibility ensures that you can accommodate wholesale business needs and reflect personalized pricing online.

Multi-Brand Shopping and Single Cart Checkout

Core dna supports multi-brand shopping experiences, allowing customers to shop across different brands and consolidate their purchases into a single cart. This simplifies the checkout process and enhances user experience.

Platform For Wholesale Processes


Core dna offers a flexible platform that embraces your wholesale business needs and the online ordering process for B2B wholesale customers. This includes the ability to manage complex orders, handle multiple shipping options, and provide real-time order tracking.

Personalized Catalogs


With Core dna, you can create personalized catalogs tailored to different customer groups. This feature ensures that your customers see products and pricing relevant to them, improving their shopping experience and satisfaction.

B2B Distribution and Warehouse Integration

Core dna integrates seamlessly with your distribution and warehouse management systems using advanced APIs and webhooks for real-time inventory updates, automated order processing and multi-warehouse support.



"Migrating our e-commerce platform to Core dna will help us achieve our vision for the 'Store of the Future'. This project aims to revolutionize the shopping experience, offering endless aisles, extensive product information, and exceptional service both online and in-store. This is key to our growth strategy."



**Mick Guerin- General Manager Marketing
- CLARKRUBBER -**

[Read the case study.](#)

Core dna Wholesale Solutions

Wholesale Price Management

Core dna's price management capabilities allow wholesalers to set complex pricing structures including tiered pricing, volume discounts, and personalized pricing for their customers. This flexibility ensures that you can cater to the unique pricing needs of each customer.

Powerful Search Options

Core dna offers robust search options by compiling results from different data points and offering elastic, predictive search, and faceted search to make it easy for your customers to find what they need quickly.

Custom Workflows

With Core dna, you can model your business processes online by creating custom workflows to fit your operational needs. This customization helps streamline operations and reduces manual intervention and enhances your teams' productivity.

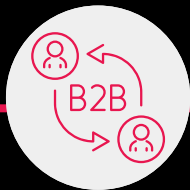
Sophisticated Discount and Cart Rules

Core dna's allows you to set dynamic promotional pricing, create custom shipping rules, and personalize discounts based on customer segmentation or agreements. This flexibility helps businesses implement tailored discount strategies that align with their business strategy.

CRM & ERP System Integration

Hundreds of pre-built native integrations to connect your systems. Core dna's Webhooks and API engines connect with any of your existing tech stack for real-time data and actions seamless transfers. Data flow between your eCommerce platform and backend operations supports efficient and accurate business operations.

Core dna Wholesale Solutions



B2B Portals & Communication

Easily setup b2b portals with personalized content and catalogs.



Custom Sales Model

Replicate any complex sales process online with advanced features.

Distribution & Warehouse Integration

Integrate all your operations for efficient and scalable business.



Multi-brand Shopping, one checkout

Let your clients shop all your brands from one platform and a single checkout.



Integrated Price Management

Set complex pricing such as volume discounts, and personalized quotes.

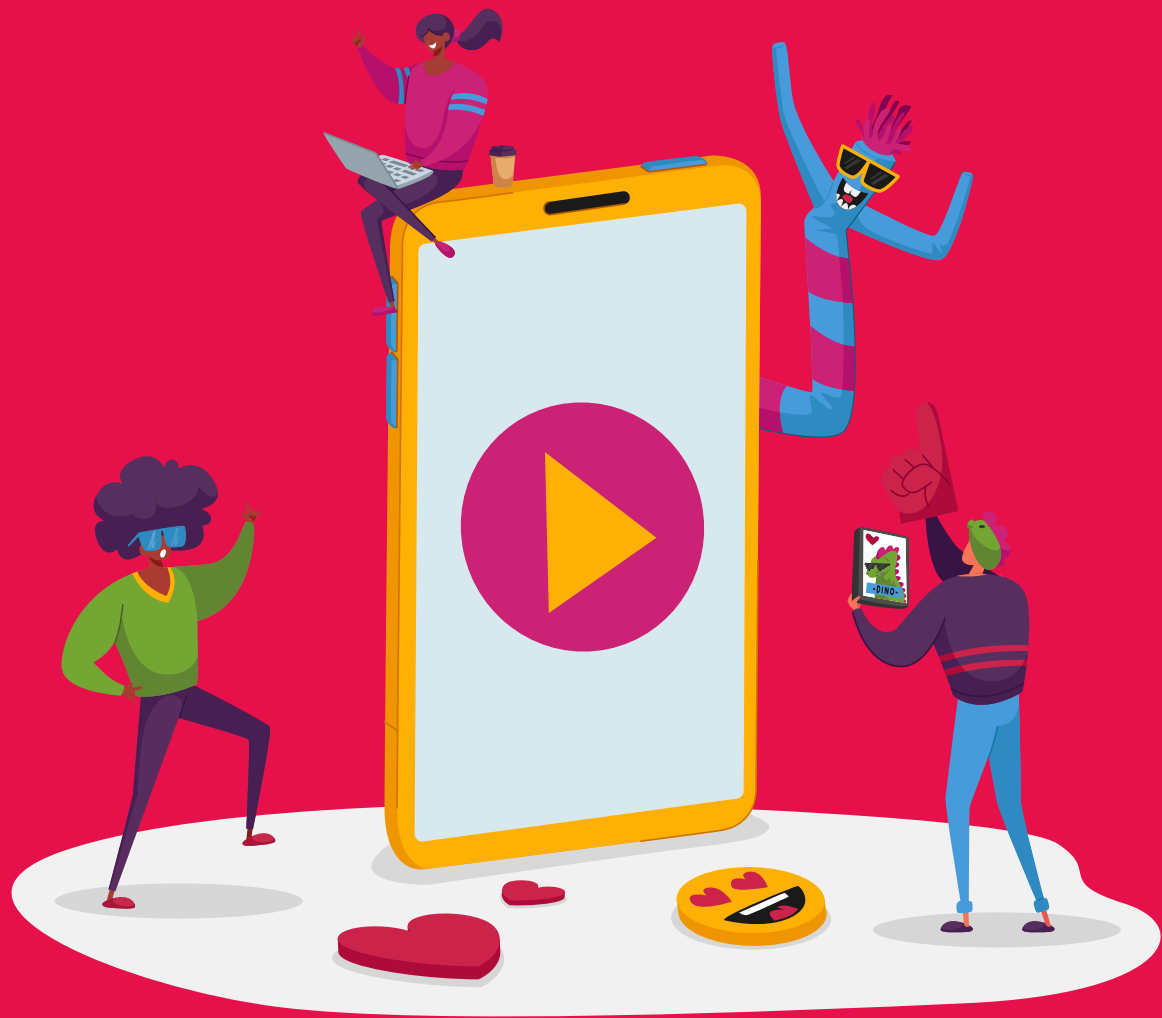


CRM and ERP Integrations

Connect all your systems with advanced APIs and Webhooks.

Integrated Content Management

Core dna's integrated CMS and eCommerce solutions seamlessly combine content management with your online store. This allows you to include educational and informational sections on your product pages, satisfying users' curiosity and boosting conversion rates.



Integrated Content Management

Core dna's Content Management System

Core dna's content management system provides a user-friendly, low-code environment built for marketers to create, manage, and publish content for one or multiple websites. It includes built-in blog templates, forms, and multilingual capabilities reducing time to market while allowing for customization and scalability.

Content and Commerce Integrated

Core dna's integrated content & commerce capabilities enable businesses to combine product pages with educational content and vice-versa. This approach creates more engaging and informative customer experiences, leading to higher conversion rates and better-informed customers.

Streamlined Content Across Channels


The unified nature of Core dna allows users to publish and update any content across all channels including eCommerce and customer portals. The WYSIWYG editor, allows marketers to create and edit content visually without needing coding knowledge.

Customize Content For Each Customer Segment


Core dna CMS ensures personalized content delivery that aligns with the needs and preferences of various customer segments: such as personalized catalog, geographic regions, or pricing agreements, ensuring relevant information reaches the right audience within B2B portals.

Version control and collaboration

Marketing team can create custom workflows that allow multiple users to create, share, and collaborate on projects while ensuring brand consistency. The version control feature enables tracking of changes, allows users to revert back to previous versions in one click in case of errors.



"We can integrate new websites into our environment with a small amount of effort that creates a big impact. This is where Core dna shines in this relationship"



**James Campbell-Harris - eCommerce Manager
- RANDYS Worldwide -**

[Read the case study](#)

A Secure Platform Designed to Scale

Core dna is a robust and reliable platform that is secure and compliant with all regulatory requirements worldwide, capable of managing high-traffic websites and complex digital experiences.



A Secure Platform Designed to Scale.

Secure Infrastructure

Core dna provides a secure and reliable platform with features like auto-scaling, caching, and a Content Delivery Network (CDN). Regular updates ensure your platform remains secure and up-to-date, with 26+ updates a year for patching, security, and new features.

Reliable and Scalable

Core dna is hosted in a multi-tenant cloud environment that provides automatic scaling and load balancing to handle increased demands effortlessly. Core dna delivers fast loading times, and smooth performance, to guarantee an excellent user experience.

Create Your Data Structure

Create data models specific to your business needs. Whether it's managing complex product details, user profiles, event registrations, or any other type of data, you can design entities to store and manage this information in a way that makes sense for your operations.

Secure Integrations


One of the most common sources of security breaches is third-party plugins and themes. Core dna's functionalities are built-in into the platform eliminating reliance on potentially insecure third-party components and ensuring secure and reliable integrations at all times.

Highly Configurable


Core dna extensive configurability allows users to customize all aspects of their eCommerce, including catalog, search, pricing, and workflows. Create tailored experiences for different customer segments, manage multiple stores from a single dashboard, and implement dynamic pricing based on various conditions

Optimized Performance

With dynamic resource scaling, advanced caching, and automatic asset compression, coupled with lazy loading techniques, Core dna ensures peak performance under any traffic conditions.



"We have yet to hear that an integration is not possible"



**Saad Jarvis - Digital Marketing Manager
- YMCA Greater Toronto -**

[Read the case study.](#)

Our Team is Here For Your Digital Peace of Mind

At Core dna, our clients are more than just a number in our database; they are our valued partners. We are committed to support and work with you to achieve the best possible results and offer the best eCommerce and CMS platform.

**You have a question? We are here to assist you 24/7
Call Our Support Team: +1 929 490 3216**



Our Team is Here For Your Digital Peace of Mind

Outstanding Customer Support

Core dna's dedicated customer support team is available to assist with any questions or issues that may arise, ensuring a smooth and efficient experience.

Extensive Documentation and Guides

Comprehensive documentation, guides and video tutorials are available to help organizations understand and leverage the full capabilities of the platform.

Professional Services

For organizations requiring additional assistance, Core dna offers professional services, including implementation support, customization, and training, to help maximize the value of the platform.

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core dna

THE ESSENTIALS

Create Better Experiences

Design freedom

Create engaging and personal user on any screen and any device

Get personal

Segment your audiences for personalization of content & experiences.

Launch in weeks, not months

Build complex, highly dynamic, and personalized websites rapidly.

Future proof

Advanced functionality ready to use with new features and patches applied continuously.

Integrated experiences

Manage your content, commerce and workflow automations from a single login.

Integrations

Add workflow automations to connect to other systems and exchange information seamlessly.

Build on a Scalable & Secure Platform

Modern architecture

Built to scale and grow with your business. Deliver content and ecommerce across any channel or system.

Enterprise cloud

Best-in-class architecture designed for scale and performance.

World-leading security

Protect your valuable data with multiple layers of security and processes.

Harness our industry experience

Use our deep knowledge and libraries of industry know-how.

API First design

Build with both headless and templated frontends. Design and build your content like lego.

Version control

Native support for GIT with multiple staging and production environments. Develop in parallel without constraints.

Evolve Your Digital Business

Be agile

Satisfy your customers through rapid and continuous delivery of updates.

Reduce cost of ownership(TCO)

Empower your marketers, free up your IT team and contain your costs.

Seamless & regular updates

New features and updates delivered every month.

Never re-platform again

Join the Core dna community, contribute to the roadmap, new features and benefit from shared learning.

Work better together

Create, share and collaborate on projects in a single environment.

Exceptional support

Dedicated account management and global helpdesk provides support around the clock.

MORE RESSOURCES



eCommerce Comparison:
Shopify - Big Commerce -
Core dna

[Download the guide](#)

Get Help Growing and
Scaling your eCommerce
Business

[Download the guide](#)





ABOUT CORE DNA

Core dna is a complete Digital Experience Platform (DXP) with robust CMS and eCommerce capabilities that enable you to manage and grow all of your web properties in one platform.

[Tell us about your project!](#)