

CASE STUDY

How a Multi-Brand Consumer Goods Company Transformed B2B Ordering with Evenica

EVENICA'S CLIENT: LEADING CONSUMER GOODS SUPPLIER

A well-known CPG company serving thousands of business buyers across multiple channels had outgrown its manual, email-based ordering workflows. As the organization expanded, its legacy processes became a barrier to scale.

Partnering with Evenica, the company launched a new B2B e-commerce portal powered by Microsoft Dynamics 365 Commerce—modernizing operations, reducing manual effort, and establishing a scalable foundation for its growing portfolio of brands.

“Evenica helped us build a solution that works for our customers and scales with our business.”

Sr. Manager of B2B Product Management

THE CHALLENGE

The company's B2B ordering process relied heavily on email submission and manual data entry into back-end systems. As order volume and complexity increased, so did delays, errors, and operational overhead.

They required a modern, self-serve digital buying experience that could support:

- Streamlined B2B ordering without manual input
- Complex pricing, catalogs, and account structures
- Real-time visibility into products and order history
- Seamless integration with their existing ERP and Microsoft ecosystem

"We reduced order entry labor and reallocated that time to more strategic work. It's been a major win."

Director of IT Product Management

THE SOLUTION

Evenica implemented a fully integrated B2B e-commerce portal built on Microsoft Dynamics 365 Commerce. A pivotal capability was the B2B Customer Hierarchy Contact Model, enabling multiple users within a single organization to place orders independently without duplicating customer records or disrupting business logic.

Key functionality included:

- Real-time catalog and inventory visibility
- Self-service ordering and invoice management
- Support for complex pricing, shipping, and customer hierarchies
- Custom multi-user hierarchy via the B2B Customer Hierarchy Contact Model
- Rapid onboarding with minimal training





THE EVOLUTION

After launching the first brand in 2023 and additional brands in 2024 and beyond, the B2B portal has achieved:

- 90%+ customer adoption across eligible wholesale accounts
- Significant reduction in manual order entry and support ticket volume
- Faster onboarding with minimal internal preparation
- Improved order accuracy and fewer fulfillment escalations
- A scalable foundation for onboarding new brands and customer segments

“Our goal was to remove the manual effort and empower our customers with self-service tools,” said a Senior Manager of B2B Product Management. “Evenica helped us build a solution that not only worked — but scaled.”

ABOUT EVENICA



LEADING THE EVOLUTION OF E-COMMERCE TECHNOLOGY

Evenica is an independent software vendor developing e-commerce solutions for brands that envision the most demanding and sophisticated digital experiences. A Microsoft Solutions Partner recognized as one of the longest standing and most experienced e-commerce partners in the Microsoft environment. Evenica was presented the Deloitte Technology Fast 50 program award in 2020 for our rapid revenue growth, entrepreneurial spirit and bold innovation. The program recognizes technology companies with the highest revenue-growth percentage over the past four years.



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