



EXPERIENCE MAKERS LIVE





Scaling Commerce at the Speed of Business

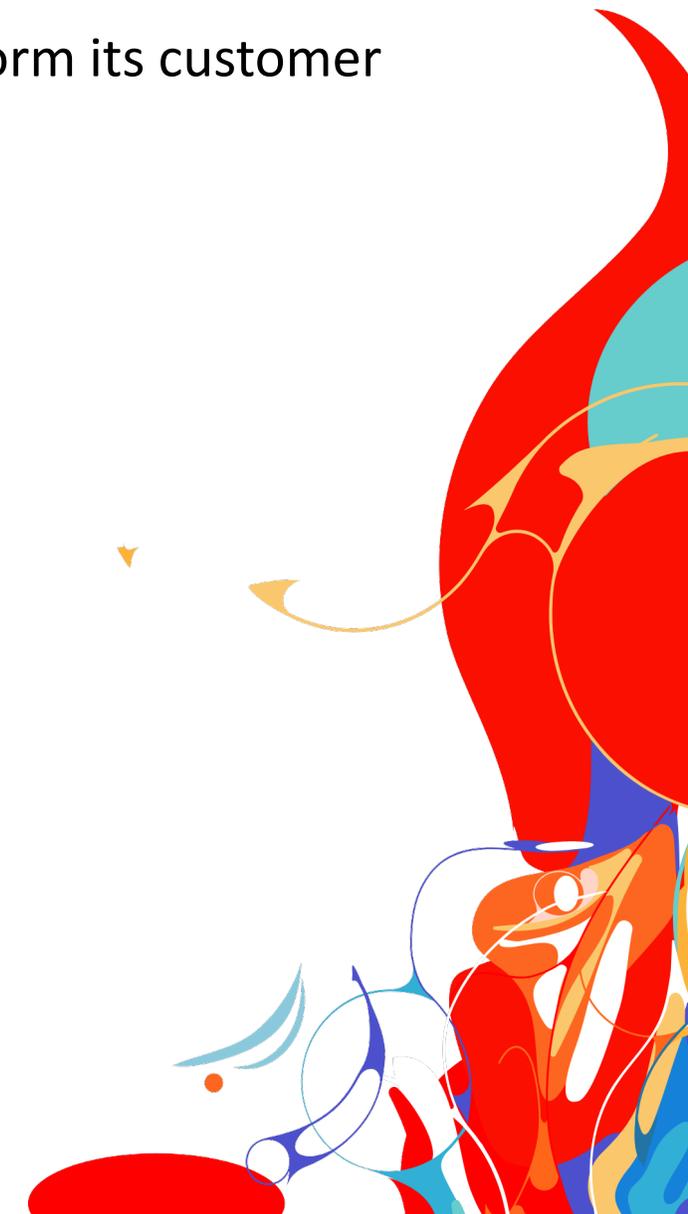
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Introduction and Agenda

Benchmade is a forward-thinking knife manufacturer that needed to transform its customer experience for both B2B and B2C consumers.

Agenda:

- Keys to Supporting Your Channel
- Creating a Commerce Foundation to Scale Quickly
- Future Roadmap to Drive Conversions with Personalization

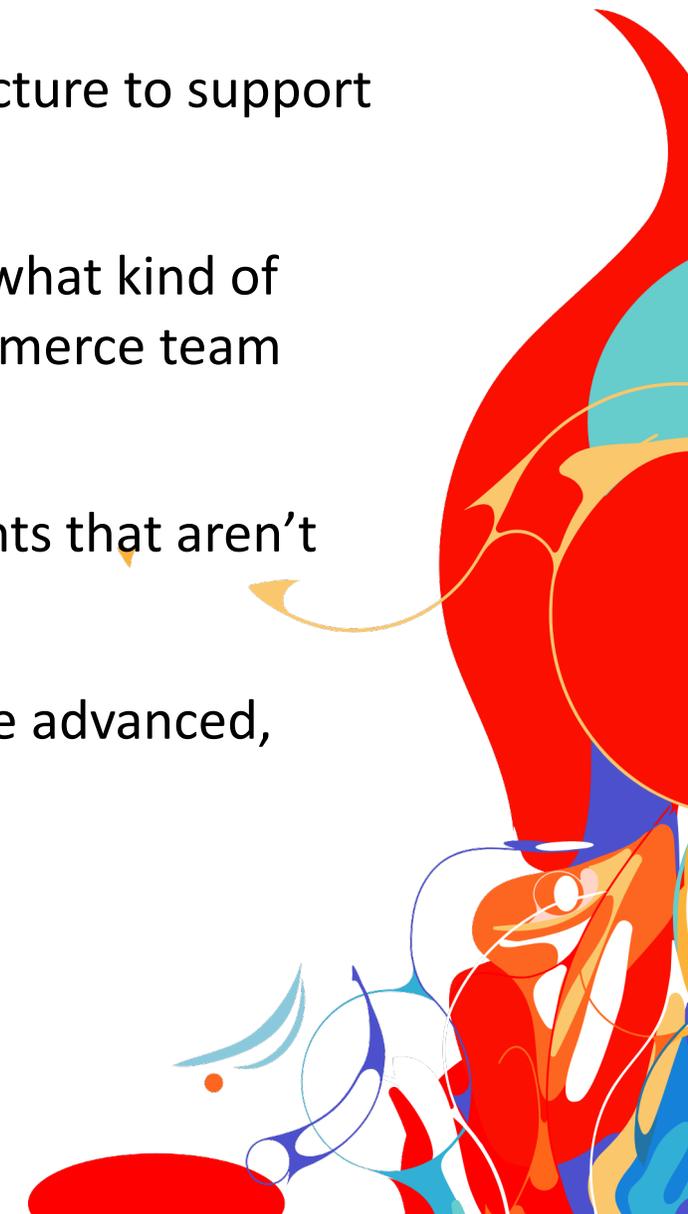


Keys to Supporting Your Channel

When starting your commerce journey, you need to build a strong infrastructure to support your business direction.

In considering your internal and external capabilities, you have to evaluate what kind of model your business is constructed on and how that will play into your commerce team framework.

- **Federated model:** digital core team that is supported by other departments that aren't part of the digital team's core business group
- **Centralized model:** digital team is at the core, this is often seen with more advanced, digitally mature organizations



Federated Model



Centralized Model



Benchmade Model

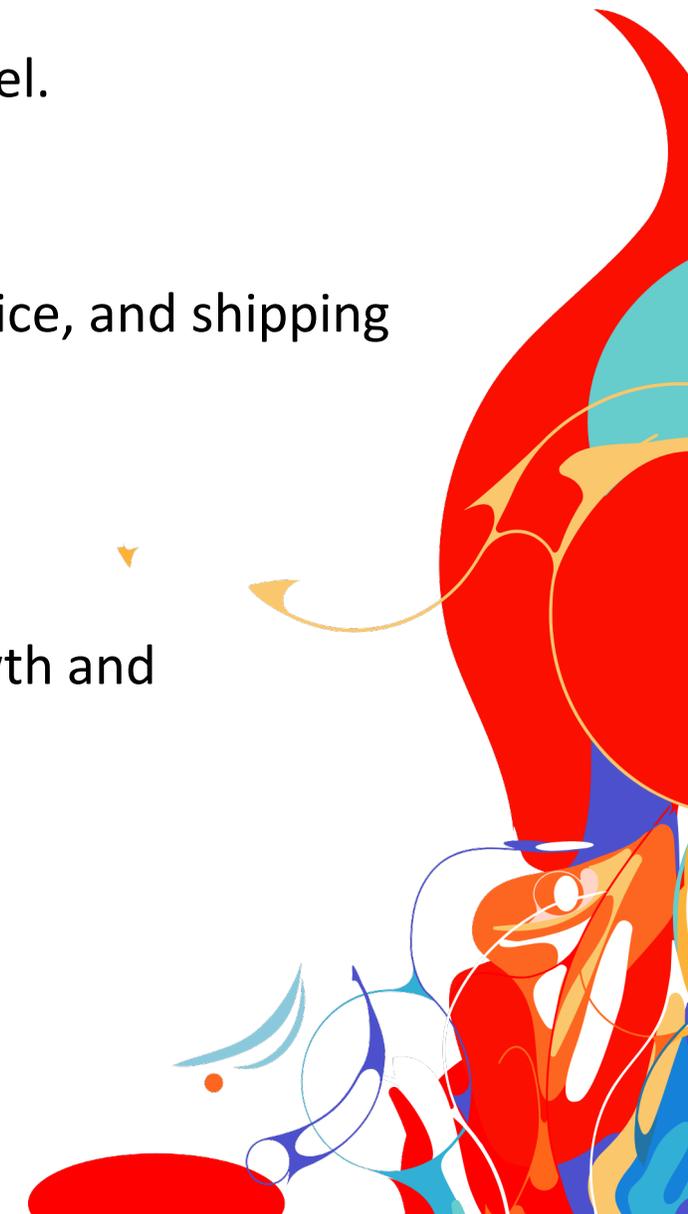
For the last 30 years, Benchmade has been operating with a federated model.

Challenges

- Negotiating with other business units for resources, like IT, customer service, and shipping
- Roadblocks when you want to grow and expand quickly.

Future Growth

- Re-platforming to Magento 2 has led to massive increase in revenue growth and operational efficiencies
- Looking to move to centralized model with digital at the core

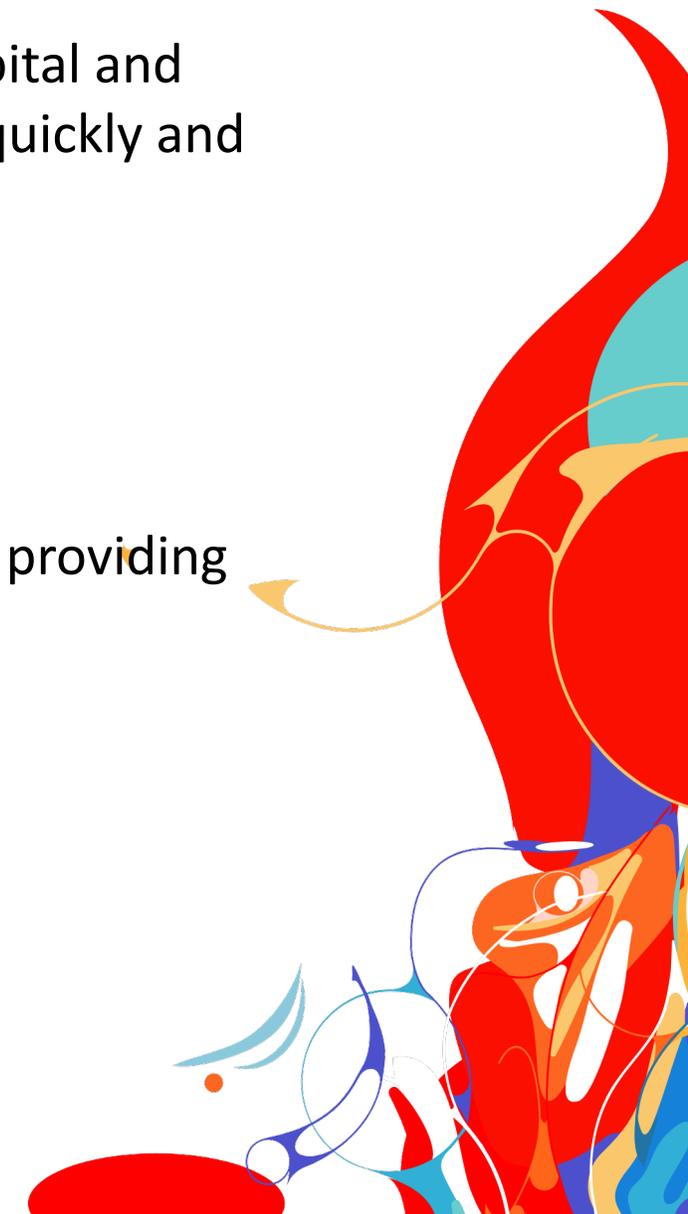


Creating a Commerce Foundation to Scale Quickly

Thinking about the future needs of the business is not unique to human capital and structure, you will also need the infrastructure of your technology to scale quickly and seamlessly.

What do you need to do?

- Spend time understanding how each system functions
- Understand how your technology will behave and the experience you are providing to your consumers.



How Benchmark Created a Commerce Foundation

Our first step was identifying our technology stack and choosing partners who could ensure the correct implementation of those tools.

Steps to Creating a Foundation

- Identify a technology stack – this lays the groundwork for the project to evolve.
- Find a commerce platform that would allow multiple sites to share one backend
- Choosing a platform that was flexible for our aspirational digital roadmap and building out our future capabilities
- Ask yourself, “Will implementing this capability, or choosing this integration disable us from doing something in the future?”



Future Roadmap to Drive Conversions with Personalization

Personalization is not just a competitive advantage, but something consumers expect from companies as they connect with your brands commerce experience.

Where do you start?

- Have a good commerce foundation for pulling customer data
- Create a roadmap to develop personalization through digital commerce



Personalization at Benchmade

Benchmade has always had personalization in mind. We launched our direct to consumer site with on-site and email recommendations based on browser history and previous purchases.

What we have now:

- Main focus on our custom knife builder
- Customer knife builder outsells their inline counterparts by 90%

What we see for the future:

- Looking to have personalized shopping experiences with microsites
- Enhanced email personalization around products and consumer interests
- Knife finder based how the consumer uses the product



Commerce Success

Due to our solid commerce foundation, we were able to scale quickly with the influx of online order over the last several months.

Additional Results:

- **28%** Conversion Rate Increase
- **Double digit** Year-over-Year Revenue Increase



Appendenix

- Perficient Commerce Blogs: <https://blogs.perficient.com/category/industries/commerce/>
- [Digital Commerce: Federated Model vs Centralize Model](#)



