



CASE STUDY

STI-CO

How STI-CO Digitally Transformed to Engage
B2B Customers and Sell Online

Above The Fray teamed up with STI-CO to help bring the leading B2B manufacturer of premier antenna solutions online with BigCommerce.



BACKGROUND:

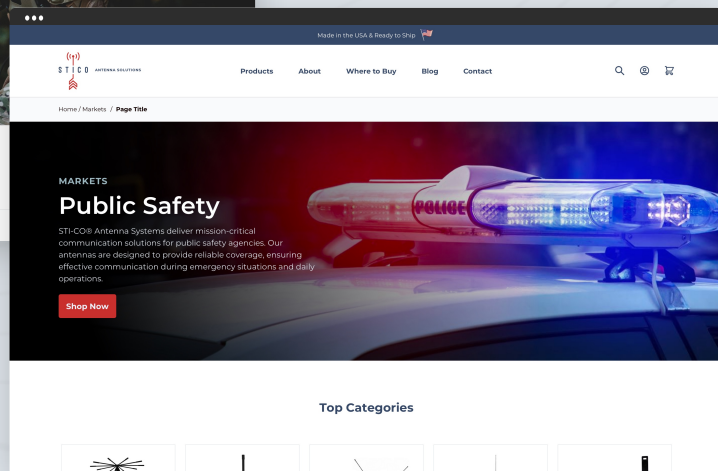
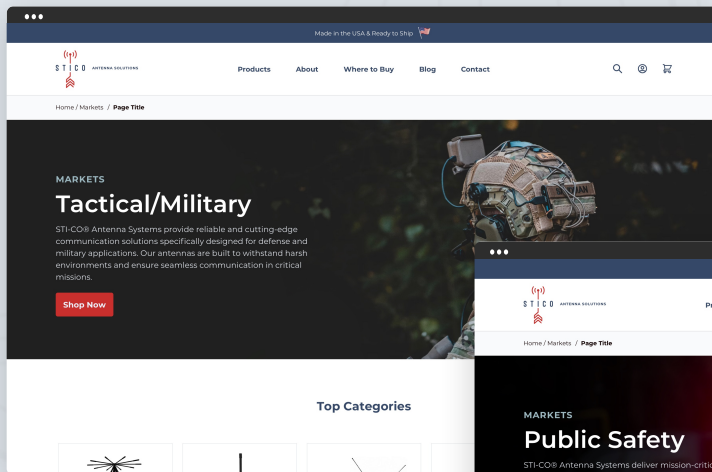
STI-CO® is a premier supplier of custom antenna solutions serving a variety of industries including Military & Defense, Covert Operations, Public Safety, Freight & Commuter Rail, and Commuter Bus with built to last antenna solutions boasting the lowest life cycle costs in the industry. The B2B manufacturer wanted to migrate from their existing brochureware-only Wordpress site to a commerce-enabled web presence. So they reached out to their local Manufacturing Extension Partnership (MEP), Insyte Consulting, for help finding the right partners to guide them through the digital transformation.



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Even though we are a small company, I try to be like a large company; a lot of our customers think we are a larger company than we actually are. I wanted to make it easy for our customers to get information that they need, and to quote and then eventually place orders online. So that's one of the biggest opportunities that I saw to benefit our current customer, and then down the road, hopefully gain some brand new customers that maybe wouldn't have bought from us because they had to either email or call us before. I felt that this ecommerce site was just a natural progression. And also another way to compete with larger companies that are moving very quickly with ecommerce and other types of online activities.

KYLE SWIAT, STI-CO

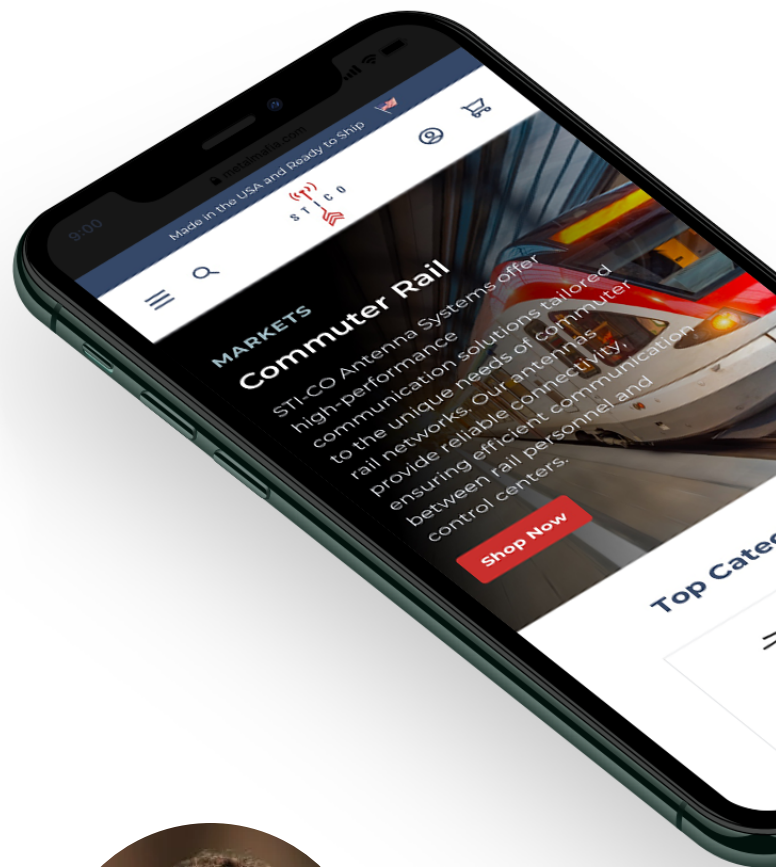


Insyte connected STI-CO with one of our partners, Curt Anderson at B2BTail, who specializes in supporting manufacturers with ecommerce educational training courses. Curt then reached out to ATF to enlist our help with the design and development of an ecommerce website for STI-CO®.



The Manufacturing Extension Partnership network is across all 50 states. It's a program that is dedicated to help small manufacturers, like STI-CO grow their business in whatever way possible, whether it's helping with manufacturing strategies like lean manufacturing, quality management systems, or marketing. All the things that a small manufacturer might need, we try to help coordinate and we're really glad we could help get STI-CO connected with the teams at B2BTail, BigCommerce, and Above The Fray.

RYAN CASE, INSYTE CONSULTING (WESTERN NEW YORK MEP)



The Challenge

STI-CO had never sold their antenna systems online before, strictly relying on their website as a lead generation tool for potential customers to learn more about their product offerings before contacting the sales team by phone. They needed a platform that could meet the needs of their B2B customers and could grow with their business.



In today's global market, buyers demand an easy and efficient buying process. This makes ecommerce no longer a nice to have. It makes ecommerce Mission Critical which ties in perfectly with STI-CO's tagline of providing world-class Mission Critical Covert Antennas. This was a leap that STI-CO had to make and they've put themselves in a fantastic position to grow.



CURT ANDERSON, B2BTAIL

The Solution

After a discovery session with STI-CO, B2BTail, ATF and Insyte Consulting where we evaluated their needs against several ecommerce platforms, we recommended they move forward with a BigCommerce Rapid Deployment Solution using our custom built Elevate template. With an extensive range of out-of-the-box features, BigCommerce was the perfect choice for STI-CO's ecommerce debut because it would be quick to launch, easy to manage, flexible and scalable with option to upgrade plans, add on apps, and had the potential to integrate with their ERP in a later phase.



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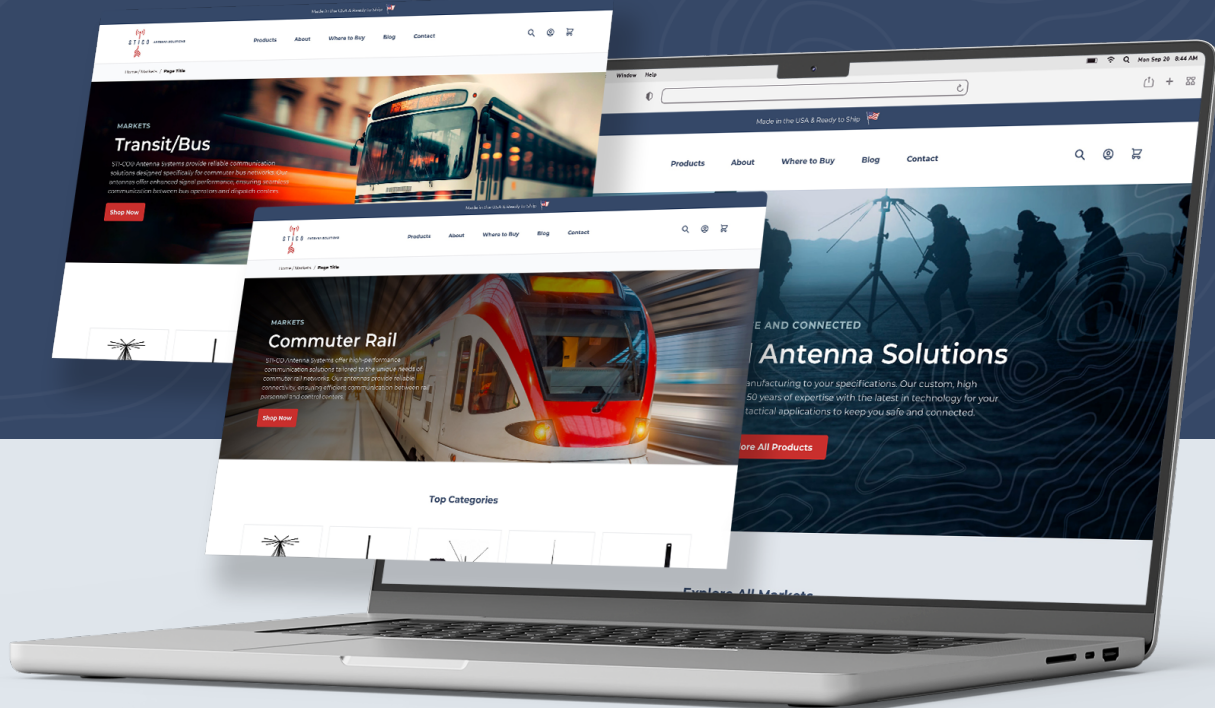
We work with fantastic agencies like Above The Fray, to help get manufacturers online. It's a scary world out there, there's an article every other day about how B2B is moving online and for manufacturers, especially at the smaller end of the scale, that can be daunting and scary. They want a path that can get them online easily and that's what BigCommerce does.”

LANCE OWIDE, BIGCOMMERCE

CASE STUDY | STI-CO

With BigCommerce selected as their platform, gathering and formatting their product data in order to get it into a functional ecommerce environment was the first step. Product name, ID, type, category, brand, description, attributes, images, and pricing information had to be added into a data sheet and organized for every SKU. Wrangling all of that data into a standard format for a business that had never sold online before was no small undertaking.

Once the data was locked in, we moved into the design phase of the project, focused on the UX needs and wants of B2B ecommerce buyers. The design update reflected the established branding but gave the new site a fresh look and feel, and most importantly a clear path to sale for B2B customers.



While further functionality and integrations will be incorporated in future iterations, the biggest leap for STI-CO is to actually be able to engage with their buyers online for the MVP phase.



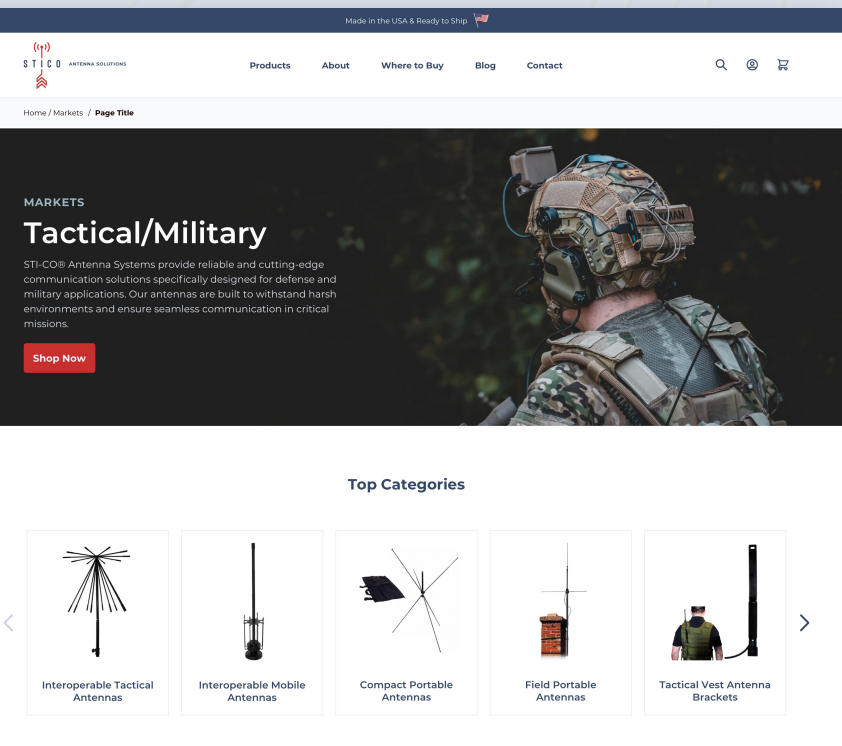
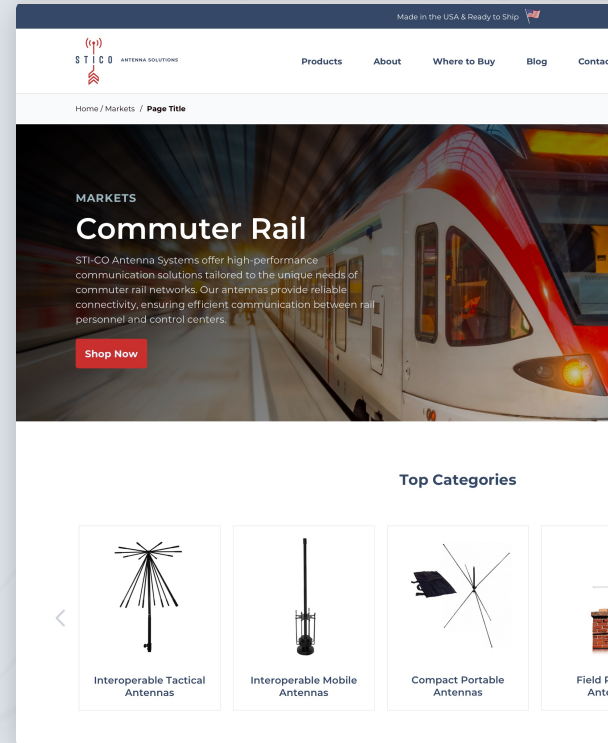
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We're a platform that's built for growth. We know that manufacturers are at different stages of their of their ecommerce maturity. You might just be getting your products online, or you might be transacting for the first time, or you want to do quotes or invoicing and BigCommerce supports you at each stage of that journey and will grow with you. And that's what that's what we're really about supporting our B2B manufacturers along that journey as they're going.

LANCE OWIDE, BIGCOMMERCE

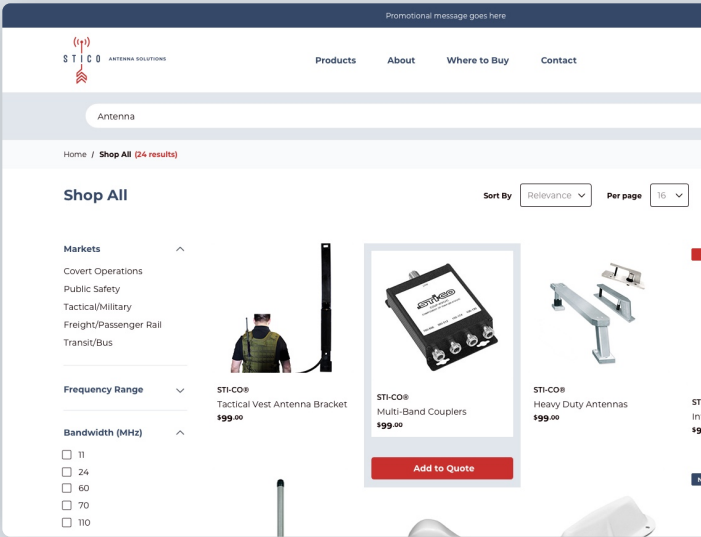
The Results

By leveraging our BigCommerce Elevate theme, we were able to develop STI-CO's new ecommerce site in just 6 weeks. STI-CO now has the ability to manage their full catalog of products within the BigCommerce admin and process orders from shopping cart to shipment.



CASE STUDY | STI-CO

Today, because of the collaboration between Above The Fray, BigCommerce, B2BTail, and Insyte Consulting, STI-CO can manage product inventory, pricing, SEO, featured promotions, and most importantly better serve their customers by finally selling their products online. This strategic move has empowered STI-CO to reach a wider customer base and cater to the demands of the digital age.



7,500	\$325,374
UNIQUE VISITORS	SHOPPING CART BUILD OUTS

In just 3 months post-launch, the results speak volumes about the success of this venture. STI-CO has witnessed a staggering influx of over 7,500 unique visitors to their site, demonstrating the growing interest and demand for their products in the online sphere. Furthermore, these visitors have actively engaged with the site, building out shopping carts worth an impressive \$325,374. This early success sets a promising trajectory for STI-CO's future growth and profitability in the digital marketplace.

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Partnering with BigCommerce, a leading global ecommerce platform, was critical to the success of this rapid deployment project for STI-CO. Our team worked closely with the platform's engineering experts to leverage its robust out-of-the-box features and functionality, enabling us to deliver a powerful ecommerce solution for our client. With the theme's scalability and flexibility, we were able to quickly design and deploy a solution that met our client's unique needs and exceeded their expectations. As we continue to work on future phases of the project, we're confident that this platform will enable us to deliver even more innovative solutions that will help our client achieve their ecommerce goals and better serve their customer base,

NOAH OKEN-BERG — CEO, ABOVE THE FRAY



ABOUT

Above The Fray is an end-to-end global ecommerce agency specializing in consulting, designing, building, integrating, and evolving digital commerce for growth-ready manufacturers.

We're passionate about ecommerce solutions that not only increase online sales but transform businesses. We help our clients achieve process efficiency and bottom-line growth through analysis, architecture, and engineering.

Learn More about Above The Fray at www.abovethefray.io

**ABOVE
THE FRAY**