

CASE STUDY: RSM DEVELOPS COMPREHENSIVE COMMERCE SOLUTION FOR MURRAY'S CHEESE

SuiteCommerce Advanced streamlines the shopping experience

Overview

Murray's Cheese is proud to be a Greenwich Village-based business and part of the famous SoHo neighborhood's rich food history. What makes Murray's special is the passion for cheese shown by its customers—whether they are visiting one of the shops in New York, stopping by a Murray's kiosk, shopping on the website, taking a class in a store, or working with the wholesale department for a restaurant.

Background

When Murray's Cheese came to RSM, it was struggling with multiple software as a service (SaaS) products that were intended to aid with its daily tasks and processes. However, these products were actually complicating each department's day-to-day needs. The company needed a single ERP system that would allow the multifaceted organization to have unlimited growth potential and maximized efficiency.

Solution

When it came to deciding on which cloud-based enterprise resource planning (ERP) platform would serve the company best, Murray's chose NetSuite's SuiteCommerce Advanced with a OneWorld add-on module. During the process of implementing Murray's SuiteCommerce Advanced platform, RSM worked with a number of customizations and designs focused on utilizing existing branding and design aesthetics. Further development of the implementation and user experience was intended to fill in design artifacts as necessary for consistency in look and feel.

To be thorough with all aspects of the implementation, RSM's web design team optimized a mobile design strategy with mobile templates for Murray's. Customizations for its SuiteCommerce Advanced project included a custom homepage, global elements with RSM's Advanced Catergory

Manager, product pages and checkout.

In addition, RSM recently upgraded Murray's to the latest version of SuiteCommerce Advanced, Elbrus, following approximately 18 months on Mont Blanc. During the upgrade, our team overhauled the checkout process to incorporate a more streamlined shipping estimator, address validation, ship date selector and shipping method revision. Updates to the system incorporated new architectural improvements for the Build Your Own Gift feature, as well as the ability for users to order cheese in fractional quantities.

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