How Zoro uses MACH® technology to deliver **exceptional customer experiences**

About

WW. Grainger, a B2B industrial supply company specializing in the global distribution of MRO (maintenance, repair and operations) materials, created Zoro.com as an outlet to sell directly to smaller-volume business buyers. Zoro became one of the first B2B eCommerce solutions, with a business model based on MonotaRo.com.

Markets

United States

Headquarters

Buffalo Grove, IL

Industry

Business Supplies, equipment and tools

Business Model

B2B

Worked with Partners

DMI

Revenue

$1 Billion USD

Challenge

Eight years after launching and motivated by impressive growth, Zoro rethought its vision. The company expanded from focusing solely on MRO needs to a strategy that encompassed everything an SMB needs to run their business. But as Zoro entered a new era, it became clear the company's growth had outpaced its commerce capabilities. The brand's existing system was plagued with issues, forcing customers into long wait times for checking out and tracking orders. Zoro needed a platform that could scale as it expanded from a 4–5 million-item catalog to one encompassing over 20 million items.

Solution

In its pragmatic approach to commerce updates, Zoro identified an immediate problem: all account data was in the ERP. This centralization meant the company had no access to customer information when the ERP went down. Zoro built a next-generation solution in house — which, combined with its cloud-native, API-first foundation, proved that a headless and microservices approach was the right choice moving forward. With this early MACH-style solution in mind, the team looked for partners that had the expertise to speed time-to-market. After a full feature and benefits analysis, Zoro selected commercetools as a partner to help it continue down a headless, best-of-breed microservices approach for commerce functions.

"**It was prudent for us to buy commercetools as an accelerator into the marketplace to get us where we needed to go.** I suppose everything we did could have been done on our own, but it wouldn't have been very economical and it wouldn't have been very fast."

Timothy Daneliuk
Senior Director and Chief Architect, Zoro.com

Why it was a success

Zoro's transitioned to a MACH-driven platform gradually, adding 5% more users at a time to test the system under strain and load. Shortly after it went fully live, a third party caused a 24-hour problem with a core system. During that time, Zoro's headless technology implementation in concert with commercetools protected thousands of orders from being lost — a testament to the reliability of a headless model.

Now, Zoro uses commercetools to keep track of all orders, carts and intermediates states, bolstering the team's confidence in a rich, reliable eCommerce experience that works at scale. As the site continues growing in its new SMB-focused direction, commercetools will provide the foundation for quick releases of customer-oriented features.

commercetools features for zoro.com

1 **Cart:** Simple cart and order processes streamline and speed up the purchasing experience for Zoro customers

2 **Orders:** Managing order creation, pricing, promotions, and taxation, in concert with Zoro-written custom microservices

3 **Checkout:** Provides Zoro with control over the entire checkout process through submission to Zoro's own fulfillment system

About commercetools

commercetools is the world's leading software for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS cloud-native commerce platform that uses flexible micro services. Using the commercetools portfolio, customers can deliver the best commerce experiences across every touchpoint on a large scale. commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since 2010, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.

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