



HVAC USA

A Veteran Owned family business, with 40+ years of experience in the industry, HVAC USA has established itself as a preferred distributor of HVAC and Refrigeration Controls from top companies, including Schneider Electric, Setra Systems, Siemens, Johnson Controls, Veris Industries, and many more. They are one of the first HVAC/R companies to create a business model serving the end-user directly, online. HVAC USA is constantly working towards serving its customers effectively by raising inventory capacity and providing drop shipping options for products not in stock.

Objectives

HVAC has been serving its customers on the Magento 1 platform since 2006, though with Magneto announcing its End of Support for M1 after June 30th, 2020. Owner Lyndon Stout knew he needed to upgrade to Magento 2 in order to ensure the ongoing stability of his growing business and security of his customer’s transactional data.

Additionally, as the volume of vendors HVAC serves continues to grow, the M2 store required several core B2B functionalities to be implemented in order to successfully manage and serve this growing segment. During our initial consultative conversations, the team identified the following requirements to deliver a successful Magento 2 Store.

- Develop Custom Module to Efficiently Manages Vendors
- Develop Custom Tax-Exempt Module
- Provide Flexible Payment Options for Vendors
- Provide Net Terms as A Payment Options for Approved Vendors
- Provide admin with proper business management software
- Inventory Management Solution
- Integrate Shipping Management Solution
- Streamline the Checkout Process
- Streamline Return Process

INCREASE IN
ORGANIC CONV.
RATE BY

36%

INCREASED
REVENUE
PER PRODUCT BY

76%

INCREASE IN
ORGANIC AOV
BY

36%

Solution

After devising a strategic eCommerce solution tailored to HVACs B2B/B2C Hybrid business model, weighed with budgetary considerations, the Rave Digital team moved forward, confidently with Magento 2 Open Source.

In order to deliver the required functionalities, the team was tasked with developing custom modules typically exclusive to Magento Commerce/Commerce Cloud, including Vendor Management and Tax Exemption Functionalities. In addition, to Vendor Management, the Vendor module creates drop ship orders and alerts QuickBooks to place an order for low inventory products. The Tax-Exempt module enables approved vendors to upload their Tax Exempt certificates, thereby eliminating sales tax being collected from approved vendors orders.

Additionally, to further reduce operational costs, Rave recommended moving off Odoo, and onto QuickBooks for effective inventory management, accounting, and business management software reducing overall eCommerce expenses. In addition to QuickBooks, Rave also integrated the following:

- Aheadworks Net 30 (Provide 30-Day Payment Terms)
- Aheadworks Payment Restrictions (Define Specific Payment Options)
- Custom Tax-Exempt Module (Approved Vendor Tax Exclusion)
- Aheadworks Smart One Step Checkout (Streamline Checkout Process)
- Magento Order Management
- Webgility (QuickBooks Integration)
- ShiperHQ Integration (Shipping Software for eCommerce Fulfillment)

Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. Our team approaches development, design, strategy, and digital marketing holistically, devising tailored solutions for our client's ongoing business success. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry.