

 GPA  
Surfacing  
Change

### Industry:

Retail, Transportation & Logistics

### Technologies:



## Customer

GPA sells and manufactures a variety of paper and label products to meet their client's brand needs. They are the North American division of the Fedrigoni Group in Italy. GPA specializes in Digital, Offset, and Flexo press technologies.



## Challenge

GPA required a B2B eCommerce site that aligned with its branding specifications and was simple for its customers to use both for placing orders and as a client portal for order tracking and invoice management. To obtain the functionality that GPA was looking for, Eagle Creek would have to build integrations with their Macola ERP system.



## Solution

Eagle Creek leveraged Salesforce experience builder to create a UI for GPA's B2B eCommerce store. The store mirrored the look and feel of GPA's homepage. The profile area of the store was customized to provide immediate access to in-progress and past orders, tracking information, and invoices. In addition, Eagle Creek built a custom product and pricing model to fit GPA's ERP and catalog and created custom inventory visibility for default and regional warehouses. Typical checkout integrations such as applied tax, accepted payment, and rate shop for shipping were completed.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>