



# RDM Wholesale Case Study

B2B & B2C Technology

## At a glance

By deploying this custom B2B & B2C website tech tool, RDM Wholesale can streamline their operations, enhance customer satisfaction, and capitalize on new opportunities in both the wholesale and retail markets.

## Key metrics

RDM Wholesale streamlined their operations through VIV and added over 35,000 SKUs to their site. Within their first month they sold over 20,000 products to both retail and wholesale customers.



**\$1.8M**

Y1 Projected Volume



**35,720+**

SKUs



1099 Stahl Rd Newburgh IN, 47630



builtbyviv.com



3,000+ Clients Nationwide

## CHALLENGES



RDM Wholesale continued to handle purchase orders manually for their wholesale clientele. Furthermore, they aimed to expand their market by accommodating retail customers. Prior to encountering VIV, they lacked a website and sought a streamlined solution for their B2B customers to reorder supplies.

## SOLUTIONS



Develop a custom website catering to both B2B and B2C customers, featuring streamlined ordering processes and personalized account management. The platform will include dedicated portals for wholesale clients, offering customized pricing and order tracking, while also accommodating retail customers with user-friendly browsing and secure payment options. With responsive design, robust security measures, and ongoing support, RDM Wholesale can efficiently manage sales across both sectors and drive business growth.



**B2C  
Offering**



**Better Customer  
Service**



**Accounting  
Management**

## BENEFITS



1

### Custom User Roles & Role-Based Pricing

Create a flexible business model that takes care of wholesale pricing and discounts on global, category, and individual wholesale product settings.

2

### Tax, Shipping & Payment Management

Efficiently manage taxes, shipping quotes, and payments through our portal, and sync order data directly with their preferred accounting software.

3

### Supplier Inventory Sync

Process feeds from RDM's suppliers and automatically update their inventory. Automated Inventory Management keeps their inventory in sync with all their vendors.