



## CASE STUDY /

# Baker Hughes

[shopbakerhughes.com](http://shopbakerhughes.com)
**SERVICES**

B2B ECOMMERCE | MOBILE &amp; RESPONSIVE DESIGN | WEB DEVELOPMENT | INTEGRATION | ANALYTICS

**CHALLENGE**

ShopBakerHughes.com lets customers more conveniently purchase select Baker Hughes products.

*"We want to make our customers' buying experience as convenient as possible. Instead of having to contact a salesperson during office hours, ShopBakerHughes.com offers 24-hour access, instant shipping estimates, and credit card checkout."*

- KENT DAWSON  
DIRECTOR OF ECOMMERCE  
BAKER HUGHES

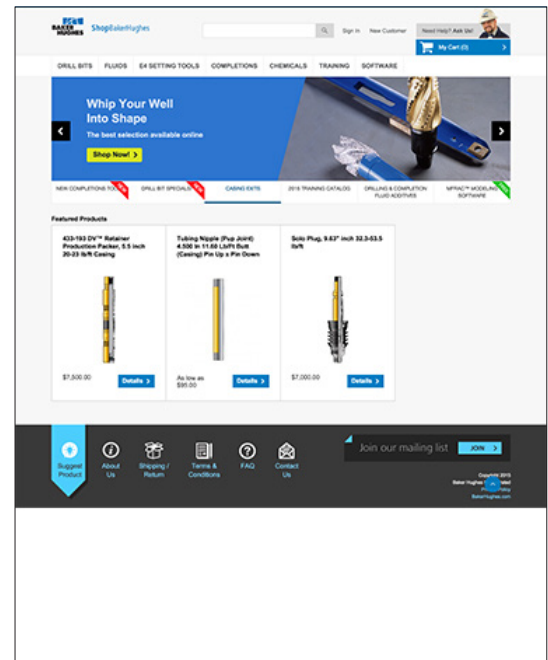
Baker Hughes specializes in selling high-tech products coupled with great service. However, the company also makes a number of products that can be sold directly to customers, with no service required. To address this, Baker Hughes opened ShopBakerHughes.com, a new website where customers can purchase select products.

Baker Hughes identified a need to re-platform its eCommerce site to enable it to keep pace with the ever increasing demand by its customers to purchase certain products through its site.

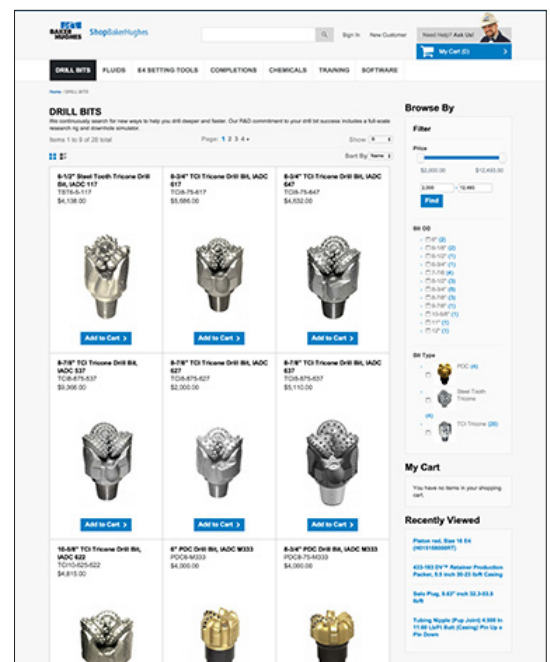
**SOLUTION**

Guidance was selected to provide the solution through its Magento Enterprise 1.14 solution. Guidance integrated Magento Enterprise 1.14 with Authorize.net (payment

processor), Avalara Avatax (tax calculator), eCheck (payment processing), Google Analytics, Amazon Web Hosting, Fancy Zoom (image zoom), and Lanot File Manager.



ShopBakerHughes.com



Category Page



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“We want to make our customers’ buying experience as convenient as possible,” said Kent Dawson, Director of E-commerce. “Instead of having to contact a salesperson during office hours, ShopBakerHughes.com offers 24-hour access, instant shipping estimates, and credit card checkout.”

### Benefits to Baker Hughes Customers:

The site is easy to use. Buyers can quickly locate their specific product requirements in the catalog, by utilizing the drop-down menus on the global navigation bar or making selections within the filtered navigation on the site’s category pages.

Purchases can easily be made by selecting of one of many options: credit cards, eChecks, ACH transfers and purchase orders. Additionally, customers can upload a PDF or photo for their Purchase Order, as form of payment.

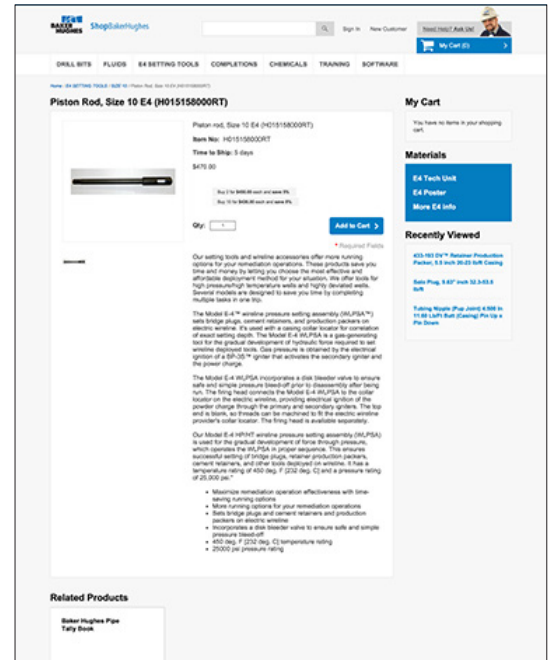
Buyers have the option to input their own shipping carrier and account information. Buyers can also elect to add comments and custom shipping instructions in their order and have those automatically included within the order confirmation email.

For buyers leasing products through the site, the checkout process includes options for rentals and time based billing.

## INNOVATION

### Other Benefits:

- Each product within the catalog is dynamic, i.e. Baker Hughes has the ability to switch product from a fixed-price sale to a timed-auction sale. Designated buyers can bid on parts up for auction; and if the bid wins, the buyer is notified by email.



Product Detail Page