

## Truckman PR

Naveo Commerce Powering Truckman's  
Omnichannel B2B and D2C Business Growth



Truckman

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Naveo Commerce's end-to-end solution with tightly integrated cloud based Naveo OMS and Magento Commerce 2 platforms provide Truckman a unique solution for accelerating growth with frictionless commerce in the B2B and D2C markets.

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[Naveo Commerce](#), a unique end-to-end eCommerce, OMS and fulfilment technology provider, is pleased to announce that [Truckman](#), the UK's leading supplier of 4x4 pick-up accessories and hardtops for Isuzu, Mitsubishi, Nissan, Toyota and Volkswagen, has implemented Naveo's end-to-end solution made up of Naveo's cloud based Order Management System v10 and Magento Commerce 2 platform.

The driver for Truckman to improve their solution was the challenge of running multiple web sites to cater for D2C and B2B markets and the duplication of effort this required due to integration complexities in regard to inventory, price and availability information.

The Naveo solution is uniquely positioned to enable Truckman to seamlessly integrate its B2B and Direct to Consumer (D2C) online sales which previously had been executed on two different websites. The solution will ensure that the supplier can more effectively meet the D2C customer demand, which has risen exponentially throughout the pandemic, and improve the overall customer buying experience regardless of channel. The tight integration between Naveo OMS and the Magento Commerce 2 platform is poised to boost the customer experience by ensuring the rules, discounts, special prices etc will be replicated on the new eCommerce sites, instantaneously and without any duplication of effort.





According to Truckman, the best of breed combination of Naveo OMS and Magento Commerce 2 will enable Truckman to bring products and new ranges to market much faster by cutting down the steps required to get its products online. The Magento Commerce 2 platform has also provided new marketing capabilities; by linking OMS insights with B2B and D2C customer profiles, Truckman can offer them more tailored deals and discounts according to what they have previously ordered.

Additionally, Naveo OMS will streamline Truckman's IT and warehouse processes, which will save the company significant time and effort. The fully web-based solution will enable enhanced integration with couriers, handheld devices and printing processes used by warehouse staff to manage customer orders, as well as allowing the team to keep better track of stock movements and enhance location control.

Truckman will also benefit from Naveo Commerce's order management cloud capabilities, which removes the reliance on physical servers and will improve flexibility and agility by allowing staff to log into the system from anywhere and provides a platform from which to manage future growth.

Richard Langman, Managing Director at Truckman said, "This project, despite the restrictions and limitations due to Covid, was delivered on time, and to budget. The team at Naveo have gone the extra mile to ensure that the go live went smoothly. We are excited by the opportunities the new cloud based Naveo OMS and Magento Commerce 2 platforms will bring to our business and provides us with the capabilities to drive significant growth and competitive edge. At Truckman, we have always prided ourselves on being at the forefront of technology, which is why we are delighted to be partnering with Naveo. Simply put, working with any other solution is unthinkable."

"We are thrilled to be a part of the next stage of Truckman's eCommerce journey, especially at such a critical time for online retail and business growth," added Moris Chemtov, CEO at Naveo Commerce. "We are excited to see what Truckman will achieve with Naveo and its new Magento 2 based B2B and D2C eCommerce sites going forwards."

For more information about Naveo Commerce, please [click here](#).





About Naveo Commerce

# The Perfect End to End eCommerce Partner

For retailers – big and small – for whom success depends on growing online, we provide the perfect End to End platform: a cloud-based SaaS solution, with Headless commerce engine, OMS and Fulfillment technology.

Since the beginning we had a dream – it was simple – to make buying online as smooth and easy as possible. In December 2019, Digital Goodie acquired Maginus, the two products have now combined and Naveo Commerce was born!

Naveo Commerce is the perfect end-to-end eCommerce solution: from first click, to hand-picked, to last mile, to doorstep smile. We are one of only a few companies globally able to offer the entire end-to-end commerce support to retailers and wholesalers. We also provide eCommerce website consultancy and implementation. Our partnership with Magento and Episerver continues to operate as a core consulting arm under Maginus, a Naveo Commerce brand.

Naveo Commerce is venture-backed by the US based eCommerce growth fund Black Dragon Capital. Today we employ retail industry experts and technology specialists in two different continents across three locations.

The Naveo Commerce platform has won awards for the best user experience in 2015, best online store of the year in 2013, and comet of the year in 2012. Our proprietary recommendation technology is praised by IGD Retail Analysts. What's more, we are listed alongside leading applications in the Gartner Digital Commerce Vendor Guide and eConsultancy's Top 100 Digital Agencies Guide – both for two years in a row.

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