

CASE STUDY

## The future of procurement: add, update, and share products in 5 minutes



### The problems of a B2B supplier before using Connect

Comercial Ulsa is a supplier of industrial supplies, workwear, and protective equipment with a wide national presence, and has been a trusted supplier to ACCIONA for more than 21 years.

Their digital journey had gone through several difficult stages, with the team aware that new technology needed to be embraced. However, they initially implemented a PunchOut system that led to unsatisfactory results, with high costs and unstable performance.

The main challenge facing the Comercial Ulsa team was their lack of control over product pages. This was creating difficulties in sharing product information with customers such as ACCIONA. As such, the team were forced to spend a considerable amount of time manually uploading and updating product data.

Switching to another PunchOut solution was necessary, however the added costs were a significant factor to consider. Fortunately, Sales Layer's Connect emerged as a superior alternative that would deliver PunchOut technology in a **user-friendly and cost-effective way**.

### Connect: the most agile, reliable, and cost-effective alternative for B2B procurement

The benefits for Comercial Ulsa since moving to Sales Layer have been huge, but these advantages also benefit their customer ACCIONA.

Before sharing their product data and managing purchases with Connect, Comercial Ulsa were receiving frequent requests from ACCIONA for data and catalog resources that didn't work or didn't appear. Now, after implementing Connect, there are no more data errors. As a result, the Comercial Ulsa sales team can focus on informing customers and selling the benefits of their brand and products, rather than spending time updating data sheets.

In addition, the PunchOut that had been set up did not provide a user-friendly view of the product catalog, with data only updated once a month. Now, updates are instantaneous, and in 5 to 10 minutes team members can change an image, update a price or add a new product. The Comercial Ulsa team now has what they were looking for most: total control over the catalog.

Connect has provided Comercial Ulsa with a centralized location for their product data. This allows them to streamline their commercial activities and provide a better brand image and shopping experience to their customers. All of this has been possible, without the need for their team to possess advanced technical knowledge. Connect offers an intuitive system where a simple copy-paste is all it takes to activate any data change.



“With Connect we now have a clear notion about how much we have sold, how many orders are coming through, how many times a product has been ordered... and all in a single page view.”

Rubén Rubio  
Head of Sales at Comercial Ulsa

## Discover Sales Layer for yourself

Start your demo today or book a personalized session with one of our PIM specialists to find out more.

[Try it for free](#)