



Leading construction retailer Cashbuild cashes-in with GoBuild360.

With an impressive portfolio of over 300 stores across South Africa, construction retail behemoth Cashbuild is no stranger to e-commerce. But what is new is the retailer's skyrocketing sales.

Thanks to Cashbuild's visionary leadership, and the composable commerce solutions provided by GoBuild360, Cashbuild has

- **Digitally transformed its entire operation,**
- **Exponentially boosted online sales and**
- **Completely altered its business trajectory.**

With a composable e-commerce system from GoBuild360, Cashbuild reaches more customers in more regions with more products than ever before. It's a winning scenario for Cashbuild customers and shareholders alike.

Skyrocketing Sales: 7X sales increase in 36 months after upgrading to a GoBuild360-powered e-commerce solution.

The Opportunity

Recognizing the opportunity to expand their reach and make more sales, Cashbuild do into e-commerce early.

Wider Reach

- E-commerce enables Cashbuild to reach beyond borders to reach buyers who may otherwise never engage with their rural stores.
- Digital platforms make it convenient for customers to browse, select, and purchase materials online.

E-Commerce Convenience

- Customers can make purchases anytime, anywhere, without the need to travel to a physical store, saving both time and transportation costs.
- This convenience is particularly appealing to buyers who value time-efficiency.

"Thanks to GoBuild360, our e-commerce stores are so powerful we're reaching more customers in more locations." **Wimpie van Aswegen, Commercial & Marketing Director, Cashbuild**

Cashbuild

Industry

Retail building materials and associated products.

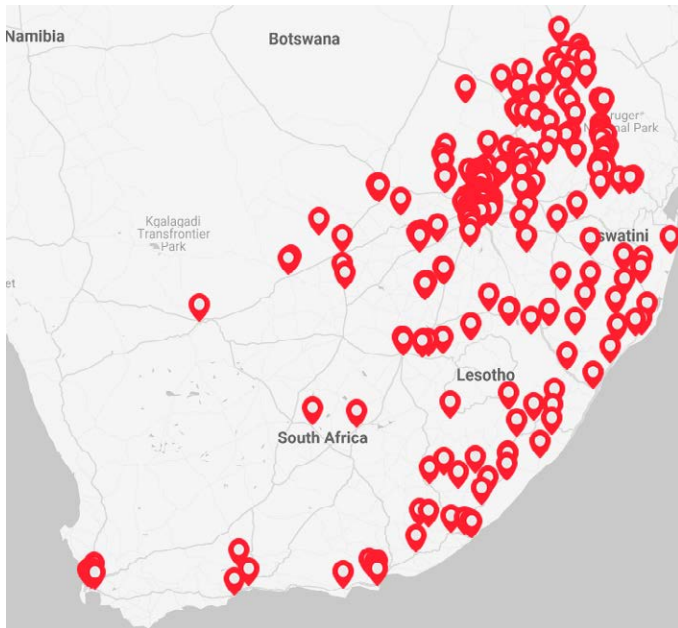
Locations

318 stores in seven countries throughout southern Africa

Systems

ERP: SAP

POS: Active Retail



Accurate Inventory Information

- Real-time, store-specific inventory information allows customers to check availability and order with confidence.

Streamlined Operations

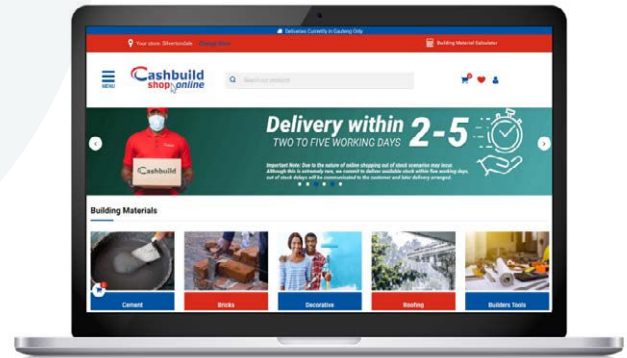
- The integration of POS and SAP systems automates manual processes, eliminating double-entry.
- Cashbuild sales associates are now free to assist more customers and engage in more strategic work.

Delivery Services

- Offering delivery services is crucial, especially in sparsely populated areas.
- Convenient delivery means customers to get the materials they need, delivered to their doorstep or job site, irrespective of where they are located.

Centralized Administration

- E-commerce centralizes Cashbuild's sales records, making it easier to manage and analyze sales data.



- The GoBuild360-powered system also credits each sale to the servicing store, strengthening Cashbuild's network of physical stores.

Cross-Border Sales

- E-commerce facilitates cross-border sales, allowing Cashbuild to tap into markets beyond the geographical location of each store.
- This is particularly useful in reaching more affluent buyers who may reside in urban centers or across borders.

Marketing Opportunities

- Online platforms capture critical data for targeted marketing. That helps Cashbuild to promote its products to specific demographics.
- Cashbuild knew the key for capturing more sales was to give customers the option to shop from their phone or laptop rather than make the long journey to a physical store. And with Cashbuild's entire inventory available for convenient purchase and timely delivery the only question was, which e-commerce provider to choose.



The Challenges

Despite the potential of e-commerce, Cashbuild's initial efforts fell flat. There just aren't many e-commerce providers familiar with the construction industry.

- **Inefficient and Slow:** Cashbuild's old complicated, underpowered e-commerce platform was great for selling one-off items, but lacked the sophistication for a wide-range of interrelated product lines.
- **No Real-Time Inventory:** Cashbuild customers couldn't see actual inventory at specific store locations. That meant they could never be sure if the products they wanted were actually in stock, or where they might have to drive to find them.
- **No Order Management:** Cashbuild's e-commerce provider was great for single transactions, but Cashbuild customers needed more. Like organizing their purchases according to projects, PO numbers, or account-based purchases.
- **No Integrated Customer Portal:** In-store credits, preferred pricing, draws against account facility were all impossible without an integrated customer portal system.
- **No Delivery App:** Customers expect prompt service, order tracking, and real-time updates. Without a delivery app, Cashbuild customers couldn't be sure when their order would arrive.



The GoBuild360 E-Commerce Solution

Cashbuild partnered with GoBuild360 to develop a cloud-based ordering solution. Now, Cashbuild customers have 24/7 access to the products, materials, and accessories they need by laptop, tablet, or cell phone. Cashbuild's custom-branded solution includes:



Custom-tailored business integrations

- SAP ERP solution
- Active Retail point-of-sale (POS) solution
- Multiple payments options including credit, debit and instant EFT

Premium branding

- Website
- E-Store
- Customer Portals
- Delivery apps

Project Visualization Tools

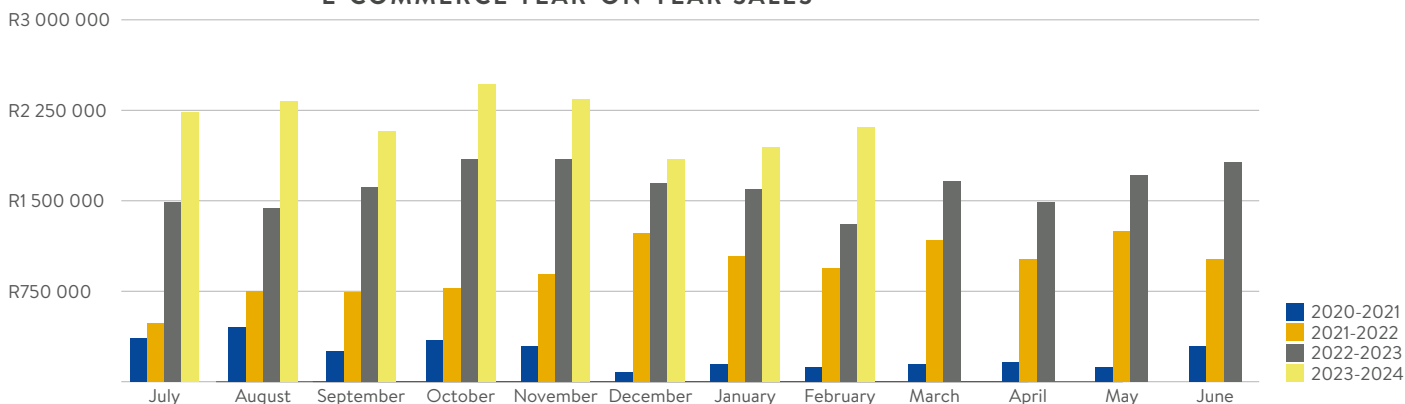
- Project Calculator
- Real-time inventory sync
- Integrated supply and distribution networks

Exponential Growth In Minimal Time

With the power of the GoBuild360 composable e-commerce platform, Cashbuild's online sales went from small to smashing real quick. Sales doubled, then doubled again, then nearly doubled a third time – a 7X increase in revenue and sales continue to climb.

**GO
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360 SOLUTIONS

E-COMMERCE YEAR-ON-YEAR SALES



GoBuild360 Gives Cashbuild More

Real-Time Product Availability

Construction work is mobile. The Cashbuild app makes it easy for customers to find what they need—wherever they are. Customers can shop the store closest to them, or shop the store across town for those hard to find items.

Inventory Management

Cashbuild's e-commerce platform integrates with their ERP and logistics systems to provide real-time inventory data before, during, and after every sale. Everything from the smallest to the largest items, millions of SKUs in their system are always available and at their customer's fingertips.

Project Pricing and Quotation

With their new cloud-based e-commerce platform, Cashbuild customers enjoy pricing based on their buying habits:

- Project Quotes
- Preferred customer pricing
- Repeat buyers
- Bulk orders
- Sales and specials

One-off pricing strategies. That gives you, and your customers, total flexibility.

24/7 Account Management

Cashbuild customers rely on the Cashbuild app to:

- Manage their project budgets
- Access invoices, statements and account documents
- Assign users with custom permissions
- Track their shipments

No more back-and-forth phone calls, emails, and paperwork for your accounts department to juggle. Customer's orders are in one place—no more sifting through emails, purchase orders, and receipts looking for what they need. Everything's already at their fingertips, including their saved carts for future reference and purchase.



Integrations

- ERP, or Accounting Software
- Logistics and Telematics
- Synchronized Inventory
- Best-in-Class Microservices
- Legacy systems via API or custom-built middleware.

Customizations

- Project Visualization Tool Suite with full real-time inventory sync
- Project Calculator Tool Suite with real-time inventory sync
- GPS 'Pin-Drop' Functionality

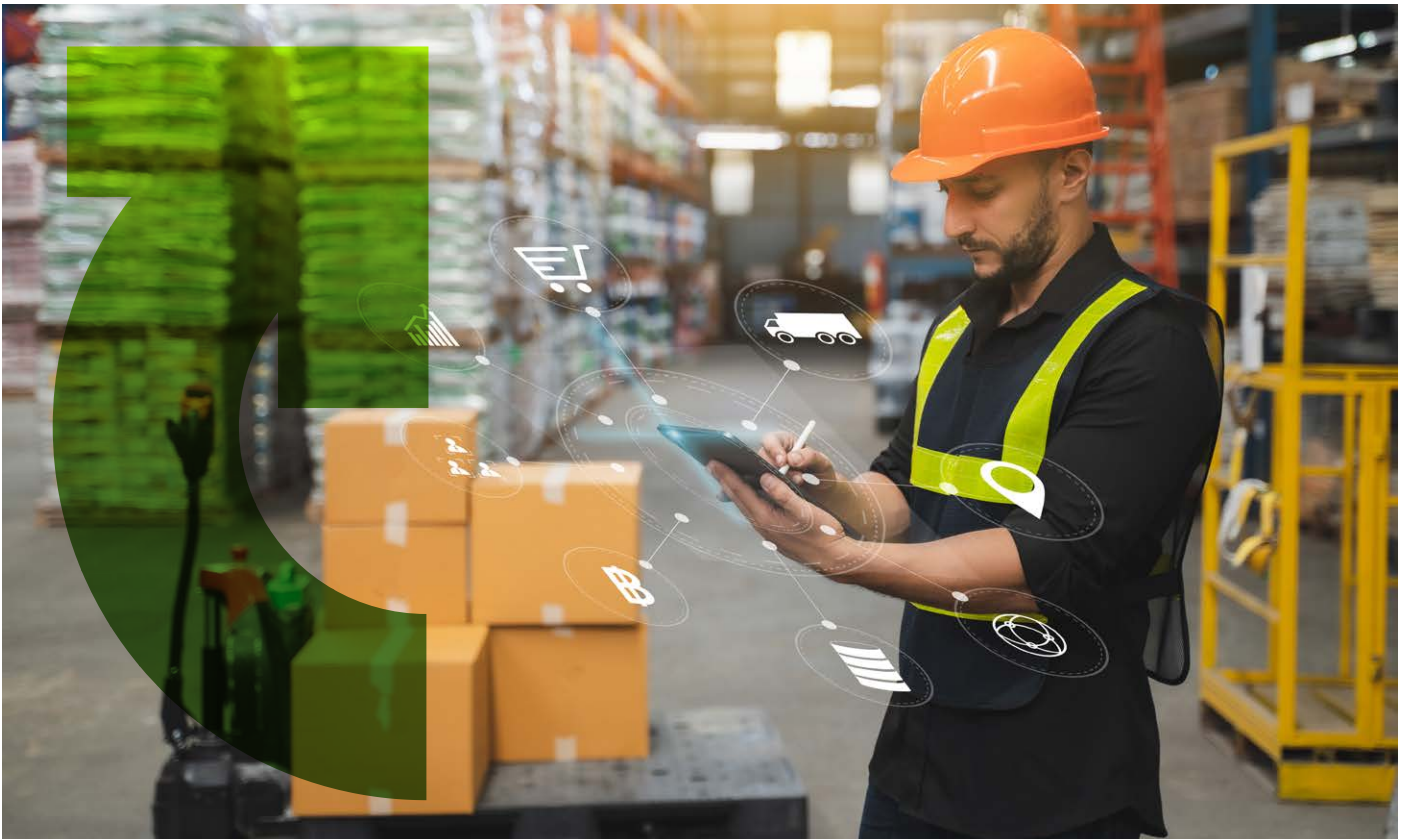
Convenience

- Premium payment gateways of your choice
- Account facility
- Bank Transfer, ACH
- Credit Card
- Cash Sale

BRICKS, CLICKS, LOGISTIC TRICKS

GoBuild360 Spells Magic for Cashbuild

“We were concerned that our e-commerce site would divert sales from our physical stores, but what we found was just the opposite. Thanks to GoBuild360, our e-commerce stores are so powerful we’re reaching more customers in more locations. It’s easier than ever for customers to buy from home, the office, or on the job site. Now our customers get the materials they need delivered when and where they need them. And the best part? Each transaction is credited to the store that services the sale. It’s a win-win for everyone.” – **Wimpie Van Aswegen, Commercial and Marketing Director, Cashbuild**



Picture This...

Imagine you’re a Cashbuild customer. You’re on the job, and you can see you’re going to run short of materials. You open up your GoBuild360-powered e-commerce app and get immediate access to the inventory at the closest Cashbuild store.

You can order right from the job site, pay, and schedule delivery, all with just a few clicks.

“But what if you need something the closest store doesn’t carry?” No sweat! With a cloud-based online ordering system, you’re not tied to one specific store. No way. You’ve got access to every Cashbuild store across the region – and even across the country. Just find what you need, add it to your cart, arrange for shipping, and just like that—your hard-to-find materials are on the way.

This level of integration means the online platform doesn’t compete with brick-and-mortar stores; instead, it becomes an extension of the physical shopping experience.

Advanced Logistics, Shipping, and Delivery Integrations

Cashbuild’s custom-built e-commerce platform automatically calculates shipping costs, and makes it easy to arrange for pick-up, or schedule delivery all with just a few clicks.

No Shipping Address?

No problem! The Cashbuild app is equipped with Pin-Drop GPS. Simply log in and set your location. Your GPS coordinates now serve as the project address for future deliveries and real-time order tracking.

Customer Relationship Management (CRM)

The GoBuild360-powered platform easily integrates with CRM tools to manage Cashbuild’s customer relationships and personalize every customer’s shopping experience.

Spotlight Analytics and Reporting

Cashbuild's new e-commerce platform comes complete with built-in analytics tools for

- Understanding customer behavior
- Tracking sales
- Analyzing customer journeys
- Monitoring abandoned carts
- Optimizing website performance



Staggering Results

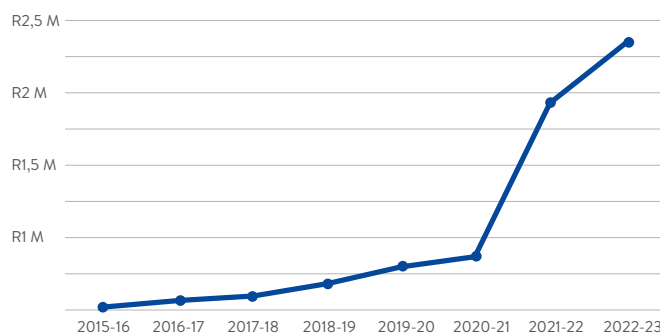
Cashbuild's e-commerce transformation continues to spark growth and expansion:

Sales Boom

Online sales have continued to exceed Cashbuild's expectations, with a notable month-over-month growth with sales skyrocketing beyond \$2.3M a month.

Market Expansion

Cashbuild, long a rural retailer, has expanded their customer base into neighboring affluent markets. And by making it easy to shop from home, Cashbuild has alleviated transportation barriers for its rural customers, while substantially growing its market share in the 30-day account and builder/contractors market.



Our Clients Say it Best

"The GoBuild360 Way not only skyrocketed our online sales but bridged geographical and cultural barriers, turning each store into a powerful warehouse outlet, well-integrated with our online platform." – **Cristina Pacheco, Procurement Manager, Cashbuild**

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360 SOLUTIONS

It's Your Turn

GoBuild360's custom-tailored e-commerce solutions propel Cashbuild into new markets, and fuel exponential sales growth month after month. A threefold increase, and sales are still growing!

Now is the time to capitalize with an e-commerce system built for you.

A quick and easy shopping experience for customers with full integration with your other business systems to provide a complete e-commerce package.

**Contact an
integration
specialist
today!**



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