



Magento to NetSuite SuiteCommerce Advanced for Ecommerce | Demitri's Gourmet Mixes

*“From the beginning, we knew bringing all of our systems in under one roof would set us up for future success, and NetSuite has been the vehicle to get there. Moving our B2B and B2C webstores under the NetSuite SuiteCommerce Advanced Omnichannel Platform has proven to be an invaluable time-saver, and a great tool for both consumer and wholesalers alike. Explore Consulting’s talented team of consultants gave our website the touch we were looking for, and continue to support us well after the launch.”*

- Demitri Pallis, Creator, Gourmet Mixes, Inc.

**Background:** [Demitri's Gourmet Mixes](#) started when Demitri Pallis set out on a journey in mixology to create the perfect Bloody Mary mix in 1988. Not only did he achieve his goal, but Demitri’s Bloody Mary mix now is the most award-winning mix on the planet. They have four Bloody Mary flavors plus a long list of other related products produced by his Seattle company. These delicious mixers are now enjoyed in hotels, bars, restaurants, nightclubs and grocery stores in every state in the nation, and he continues to produce locally using only natural ingredients.



**Issue:** When Demitri’s approached Explore Consulting in 2015, they needed some assistance with their existing NetSuite ERP installation, and were planning for a migration from Magento’s Ecommerce Platform to SuiteCommerce Advanced for their ongoing needs.

With the Magento 2 platform still struggling to achieve stability three years from its initial Beta release, and the investment required to move to a significantly different architecture, Demitri’s found that was a good time to evaluate other options, and had always seen this transition as part of the NetSuite value proposition.

**Solution:** Explore jumped in and assisted Demitri’s with all their NetSuite requirements, including some ERP optimization initiatives, as well as building a beautiful new, fully responsive B2B & B2C Ecommerce webstore. NetSuite’s Ecommerce and content management platform, SuiteCommerce Advanced, is

a modern Single Page Application (SPA) architecture based solution that offers features discerning audiences come to expect from a modern shopping experience, and native real-time back office integration. Their primary client focus was on the attractiveness and usability of the site for both the wholesalers and consumers alike, and Explore’s certified consultants delivered on all fronts.

**Results:** After a successful SuiteCommerce Advanced Implementation of both their B2B and B2C site within the same domain, Demitri’s Gourmet Mixes is now running all of their ERP and back-office operations on the same platform as their webstore. Not having to maintain a separate ecommerce environment and integrations with the ERP streamlines their business and significantly cuts cost and man-power, as well as several potential points of failure. Demitri’s staff is able to easily maintain the site with little to no outside assistance, and continues to work with Explore’s Digital Marketing team to drive more online revenue.

## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 15 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in

the Northwestern United States. Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, has been a 12-time NetSuite Star Performer, won 28 NetSuite awards, has twice been named NetSuite Partner of the Year, Americas, and in 2016 was named NetSuite SuiteCommerce Partner of the Year.

For more information, visit <http://www.exploreconsulting.com>

