Case Study

brillio

11X Digital Revenue Growth for a Home Services and Building Materials Leader

How Brillio unified three storefronts into a composable commerce platform that opened new customer segments and reduced the cost of digital expansion.

At a glance

- A leading North American building materials distributor serving residential and commercial markets wanted to expand beyond its traditional B2B model and capture new digital growth opportunities.
- Three separate storefronts, duplicated codebases, and fragmented commerce experiences made new launches, enhancements, and regional expansion costly and time-consuming.
- Brillio created a composable commerce platform that consolidated three storefronts into a single foundation supporting B2B, B2C, and guest buying journeys across web and mobile.
- The new platform enabled the company's first B2C channel, accelerated new brand and regional launches through configuration rather than code changes, and improved purchasing experiences for both contractors and homeowners.
- The result was **11X digital revenue growth,** the company's first **$1M digital sales day,** and a scalable digital commerce foundation built for future growth.

New revenue opportunities were emerging faster than the digital estate could support

The market was moving to omnichannel faster than a fragmented, multi-brand estate could follow.

Our client is one of North America's leading specialty distributors of construction and building materials, serving residential and commercial markets across the United States and Canada through an extensive branch network and tens of thousands of professional customers. Its business was built on B2B: large-volume orders, contract pricing, and long-standing relationships with contractors and builders.

The market had other ideas. Professional buyers now expect the same fast, frictionless procurement they get

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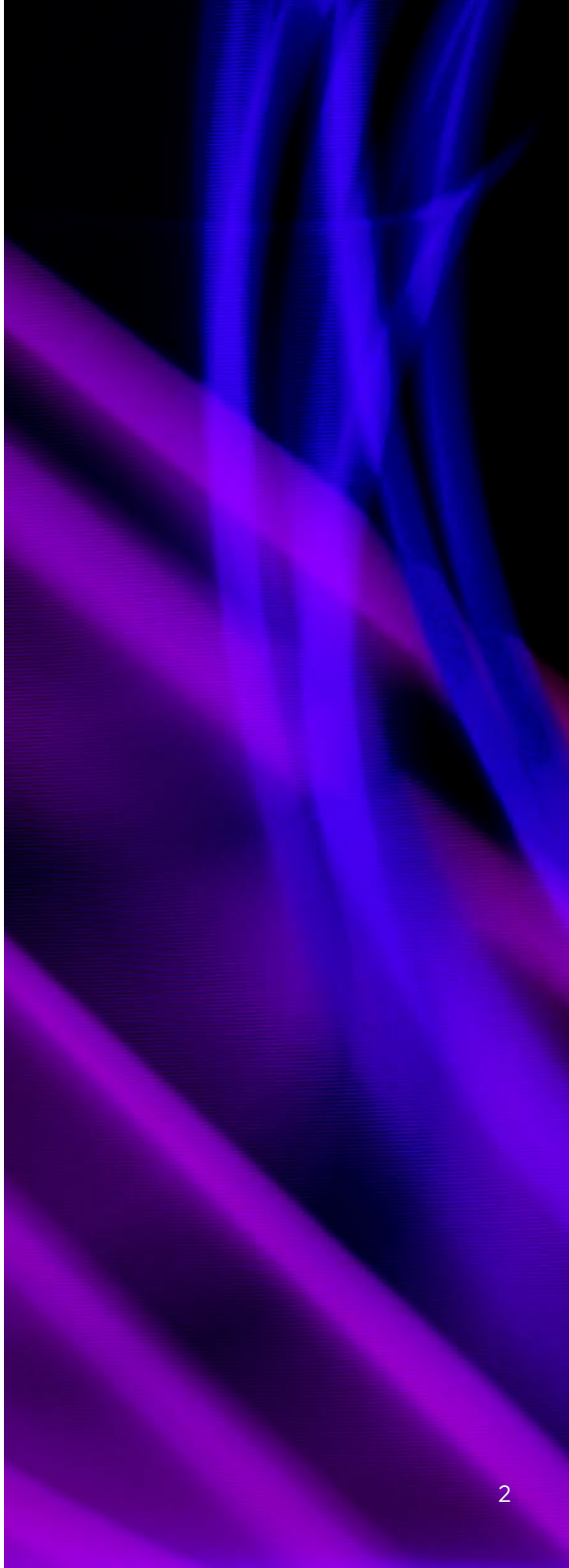
anywhere else, and a growing base of homeowners, DIY buyers, and small contractors expect the personalized experience of a modern retail platform. That pointed to a clear opportunity to move beyond B2B and into B2C, but the client's legacy digital estate could not stretch to meet it.

Three separate storefronts ran across brands and regions, each with its own codebase, so every change was made three times and every new market meant starting over. Product discovery leaned on static catalogs and rule-based merchandising that struggled to surface the right item for each buyer. Repeat customers, the highest-frequency buyers, were slowed by workflows that added steps and lost orders. Search, selection, and checkout sat in disconnected flows that added friction and cost conversion. Behind all of it, disparate ERP, pricing, and inventory systems drove operational overhead and made contract-driven, multi-region models hard to support at scale. The result was a high cost of change that made every improvement slow and expensive.

Composable by design with one digital commerce foundation for every customer segment

One shared codebase where new brands and regions launch through configuration, not new builds.

We designed a modern composable commerce architecture that pairs a shared frontend with headless commerce, centralized middleware, and personalization. At its core is a shared Next.js monorepo, so multiple brands, regions, and languages run from one reusable codebase, with commerce centralized on a single SAP Commerce Cloud (CCv2) instance for catalog, pricing, inventory, cart, checkout, customer, and order management. Alokai middleware decouples the frontend from the backend, providing reusable API orchestration, caching, authentication, and third-party integrations. The payoff is configuration-driven storefronts: new brands, domains, locales, and regions launch through configuration rather than code changes, which is what turned three separate builds into one platform.



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That platform was built to serve every kind of buyer from the same foundation. Standardized B2B, B2C, and Guest journeys, assembled from reusable modules, gave each segment a consistent experience without a bespoke build, and opened the door to B2C for the first time.

For high-frequency buyers, we optimized repeat purchasing with Quick Order, Saved Lists, Reorder, and customer-specific catalogs, and introduced a Quick Order portal that streamlines traditional B2B checkout by enabling purchase order-based ordering against existing credit lines. Bloomreach powers search and content personalization to sharpen product discovery, while standardized connectors integrate ERP, pricing, inventory, tax, payment, and CRM to reduce the operational overhead that had been holding the estate back.

Underneath, modern engineering practices - CI/CD pipelines, feature flags, automated testing, and shared component libraries - lowered the cost of change, and security was built in by design with SSO, secure payment integrations, API protection, and reCAPTCHA Enterprise.

The same reusable foundation carried into mobile. We built native iOS and Android apps - iOS on Swift, SwiftUI, and Combine; Android on Kotlin and Jetpack Compose - that share the platform's commerce services and APIs rather than duplicating them. A component-based architecture means UI, networking, integrations, analytics, and payments are reusable modules, so new brands, locales, and languages extend the app without reworking the core. Native capabilities put the branch in the buyer's pocket: barcode scanning and image uploads through the camera, voice search, location services to find nearby branches and warehouses, and push notifications for real-time order updates.

Payments run through the CyberSource Flex v2 SDK, tokenizing card data on the device so sensitive details are never stored in the app, and mobile security is continuous, with Data Theorem scanning, automated checks on every pull request, and Firebase App Check guarding backend services. Personalization and marketing close the loop through GA4, Bloomreach Pixel, Algonomy recommendations, and Emarsys automation.

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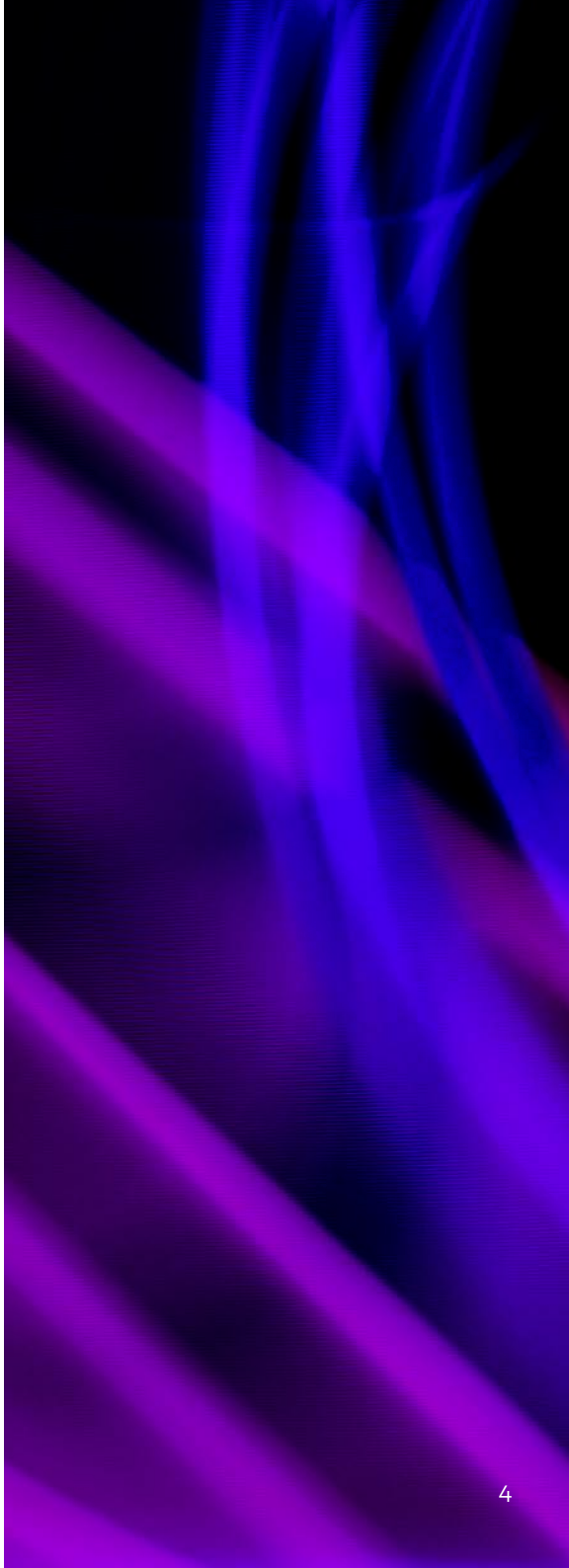
A lower cost of change, a new source of growth

Consolidation cut the duplication that slowed the business, while a first-ever B2C channel lifted revenue.

The clearest signal came from the top line: digital revenue grew 11X against 2022. Behind that number, opening B2C extended the business beyond its historically B2B-only base, and a unified omnichannel experience across web and mobile lifted customer engagement and satisfaction. For the professional buyers at the heart of the business, the Quick Order portal made high-volume, purchase order-based ordering faster and simpler.

The numbers behind the shift:

- **First $1M** day through the digital channel
- **3 to 1** storefronts consolidated into a single platform
- **A composable platform** on a shared codebase turns new brands, locales, and regions into configuration, not new builds.
- **Standardized** B2B, B2C, and Guest journeys let one foundation serve every buyer and open new segments.



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ABOUT BRILLIO

Brillio is The Enterprise AI Accelerator helping Fortune 1000 companies move from AI ambition to scaled impact, faster. Powered by our AI accelerator platform – Agentic Data and Application Management (ADAM), Brillio is one of the fastest-growing digital technology service providers, delivering transformation across five core workstreams: business-led transformation, customer experience transformation, AI and data engineering, digital engineering, and infrastructure engineering.

With 14 delivery locations across North America, Europe, and Asia and a team of over 6,000 customer-obsessed professionals, Brillio combines deep industry expertise, modern engineering, and accelerators to deliver measurable outcomes. Headquartered in Dallas, Texas, Brillio serves clients globally with a commitment to speed, scale, and measurable impact.

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