



## ECI PRESS RELEASE

### **ECI Software Solutions Introduces Spruce eCommerce for Dealers in the Lumber and Building Materials Industry**

*Integrating with industry-leading Spruce ERP software, the new ecommerce solution combines professional website design with an innovative customer portal to simplify online shopping*

**FORT WORTH, Texas – July 20, 2023** – [ECI Software Solutions](#), a global provider of cloud-based business management software and services, today announced the launch of Spruce eCommerce, an innovative ecommerce solution purpose-built for the unique needs of lumber and building materials (LBM) and hardlines businesses.

“Spruce eCommerce is an exciting product because it allows users to build a sleek, professional storefront website and customer portal without needing any expertise in coding or web development,” said John Maiuri, Division President LBMH at ECI. “Not only does it improve the customer experience, but Spruce eCommerce also streamlines the business management aspects for retailers. For consumers and tradespeople, this means unlocking the ability to shop online for delivery or in-store pickup, browse products, create accounts, build self-service quotes, pay invoices and more. For LBM and hardlines businesses, this means help in avoiding over-stocking since inventory counts, transactions, pricing, invoices and other information are directly connected between systems.”

Designed as an all-in-one ecommerce solution and backed by ECI’s website design and digital marketing team, Spruce eCommerce features built-in marketing tools such as abandoned carts, content pages, blog tool, drag and drop layouts, rewards and loyalty programs, badges, banners, customer segmentation, reports and Google Analytics.

“Not only does Spruce eCommerce have the features and functionality we need to succeed, but having only one provider for both our core business system and webstore greatly simplifies operations,” said Brent Burrows II, Senior Manager, CBS Bahamas, a Spruce eCommerce user. “ECI sees the big picture and understands our long-term growth goals. We've been operating in the ecommerce world for about 3.5 years now, and this is the first time I've felt excited about the future and our ability to evolve with a system that easily scales as we grow.”

Spruce eCommerce also includes a Spruce-proprietary Product Information Management (PIM) system and pre-built taxonomy for implementing the software faster, seamlessly adding products to the ecommerce storefront and housing content customers need to make informed buying decisions. Spruce eCommerce offers a broad range of LBM features such as branch-driven inventory counts and pricing, split shopping carts based on pickup or delivery, order pickup time slots and capacity, customer quote builder, branch finder, job switching, and live lumber and timber tally support.



“By modernizing old static offers with dynamic promotions, loyalty programs, item merchandising and in-house marketing and design services, LBM and hardlines businesses can generate additional growth channels by turning lost time managing data in multiple systems into a singular, streamlined online order process,” said Maiuri. “Spruce eCommerce is supported by our in-house experts who manage the website implementation and maintenance, so retailers can easily create a professional website that is entirely their own with a customer portal that makes it easy for shoppers to buy online.”

Visit the [Spruce eCommerce](#) product page to learn more.

### **About ECI Software Solutions**

ECI Software Solutions provides cloud-based business software for running small and mid-sized businesses end to end. Built by experts in manufacturing, residential construction, field service, building supply, office technology and wholesale/retail distribution industries, ECI’s industry-specific software connects businesses and customers, improving visibility, operational efficiency and profitability. With ECI, businesses seamlessly integrate sales and marketing, business intelligence, CRM, data and analytics, ecommerce, mobile apps and payment processing. With more than 30 years of industry leadership, ECI is trusted by 24,000 customers in more than 80 countries globally. Headquartered in Fort Worth, Texas, it has offices in the U.S., Canada, Mexico, United Kingdom, Netherlands and Australia. For more information, visit <https://www.ecisolutions.com/>.

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