



Dolans

Client Success Story

How Dolans Launched eCommerce for SAP Business One with Experlogix

Dolans Fire Protection Supply recently transformed its digital operations by launching an eCommerce platform integrated with SAP Business One. Powered by Experlogix and built for scalability, the new B2B webshop helps Dolans meet the growing expectations of modern customers while streamlining internal processes.

The Company

Founded in 1949, Dolans Fire Protection Supply is a trusted name in the fire safety and suppression industry. Based in New Jersey, the family-run business specializes in providing high-quality fire protection equipment and system components, particularly for commercial kitchens. With a reputation built on deep technical knowledge and outstanding customer service, Dolans serves a diverse range of customers including contractors, system installers, and facility managers. Even as the company has grown and expanded into multiple warehouse locations, it remains totally committed to delivering industry-leading solutions for fire suppression, alarms, and safety systems.

PRODUCTS AND SERVICES

SAP Business One

BENEFITS

- **Modernization:** Business now primed for digital growth
- **Multilingual Support:** Preparing the business to enter new markets
- **Improved Operational Efficiency:** Reduced reliance on manual order processing

COUNTRY

United States

The Challenge

As Dolans scaled its operations, it soon became clear that its existing web presence—a basic brochure-style site—was no longer sufficient to support its ambitions or the evolving needs of its customers. With a growing catalog of complex parts and components, Dolans recognized the need to modernize its digital presence and make it easier than ever for customers to find what they need and place orders online. At the same time, a new generation was stepping into leadership roles, eager to elevate the customer experience. This commitment to digital transformation took a major step forward with the hire of a dedicated e-commerce manager, who spearheaded Dolans' first-ever online sales initiative—marking an exciting new chapter for the company and its customers alike.

The Solution

Dolans partnered with Experlogix Digital Commerce to launch a scalable e-commerce platform that integrates seamlessly with their SAP Business One ERP. Referred by Navigator, their ERP partner, Dolans chose a SaaS solution that offered rich features out-of-the-box and required minimal customization. The implementation was rolled out in two phases: first publishing the online catalogue, then followed by enabling online ordering. The new platform supports multilingual content - an important feature for serving both English and Spanish-speaking customers - and offers intuitive user pathways, such as prominent home-page calls-to-action for account creation and catalog requests. The result is a user-friendly, future-proof webstore that supports Dolans' ambitions for growth, automation, and customer self-service.



Key Outcomes

- **Launched first-ever e-commerce platform**, modernising a 75-year-old business for digital growth.
- **Deep integration with SAP Business One**, enabling real-time product and account data synchronisation.
- **Transformed a complex parts catalogue into an intuitive, searchable online experience**—ideal for fire safety professionals.
- **Phased implementation allowed for smooth internal adoption**, starting with catalog visibility and progressing to online ordering.
- **Introduced multilingual support**, preparing the business to better serve both English and Spanish-speaking customers.
- **Improved operational efficiency** by reducing reliance on manual orders via phone and email.
- **Empowered next-generation leadership** to drive innovation and offer outstanding customer engagement.
- **Out-of-the-box solution minimized time to market**, with no need for major custom development.
- **Positioned Dolans for scalable growth**, repeat ordering, and enhanced customer satisfaction in a competitive market



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