NOMAD eCommerce

Case Study:
Noritz Tankless Water Heaters

Noritz is a manufacturer and distributor of tankless water heaters, offering energy-efficient solutions for residential and commercial use. With its American headquarters in California, Noritz focuses on promoting tankless water heaters as a superior alternative to traditional storage models. The company is committed to expanding its market presence and meeting North America's growing demand for sustainable water heating solutions.

![NORITZ]

PAIN POINTS SOLVED
Finding specific parts, accessing product details, managing support requests

Industry:
Tankless Water Heaters

ERP:
Netsuite

Website:
support.noritz.com

The Challenge

Noritz faced significant challenges in serving its diverse customer base, which included dealers, distributors, plumbers, and homeowners. Checking warranty status was difficult, locating parts for repairs was inefficient, accessing accurate product details was cumbersome, and managing complex pricing structures for various customer tiers added to their team's operational burdens.

The Solution

Noritz leveraged the Nomad eCommerce platform to create a centralized support portal that serves dealers, distributors, individual plumbers, and even homeowners.

It acts as a centralized hub for catalogs, part orders, technical documents, and other key resources. It simplifies finding and purchasing parts, accessing product details, and managing support needs, ensuring professionals have the tools they need without constant support intervention.

Customized Catalog Views

Users can navigate the parts catalog in several ways thanks to the site's sophisticated design. They can browse by specific part categories—like all accumulators across all types of units—or by unit type, making it easy to find what they need. For instance, a user searching for the N132 series commercial water heater can access a dedicated model page with in-depth information, including use cases, technical diagrams, specifications, warranty details, and compatible parts.

The site also allows advanced search options by model number, part number, description or parts list ID, making it easy for users to locate and download comprehensive parts lists as needed. Users can also refine searches to view all models against all components within, say, a heat exchanger assembly, and see a display of all the different heat exchanger components listed together in a downloadable file.

Customized Pricing Views

Noritz employs a sophisticated pricing structure to accommodate various customer types. Customers are grouped dynamically based on their tier level, spend levels, and/or purchase history.

These issues pointed to the need for a centralized platform to streamline parts and pricing management, improve accessibility to the right information (warranty, compatibility, etc), make parts recording easy, and enhance customer satisfaction.

> **"The site allows advanced search options by model number, part number, description or parts list ID, making it easy for users to locate and download comprehensive parts lists as needed."**
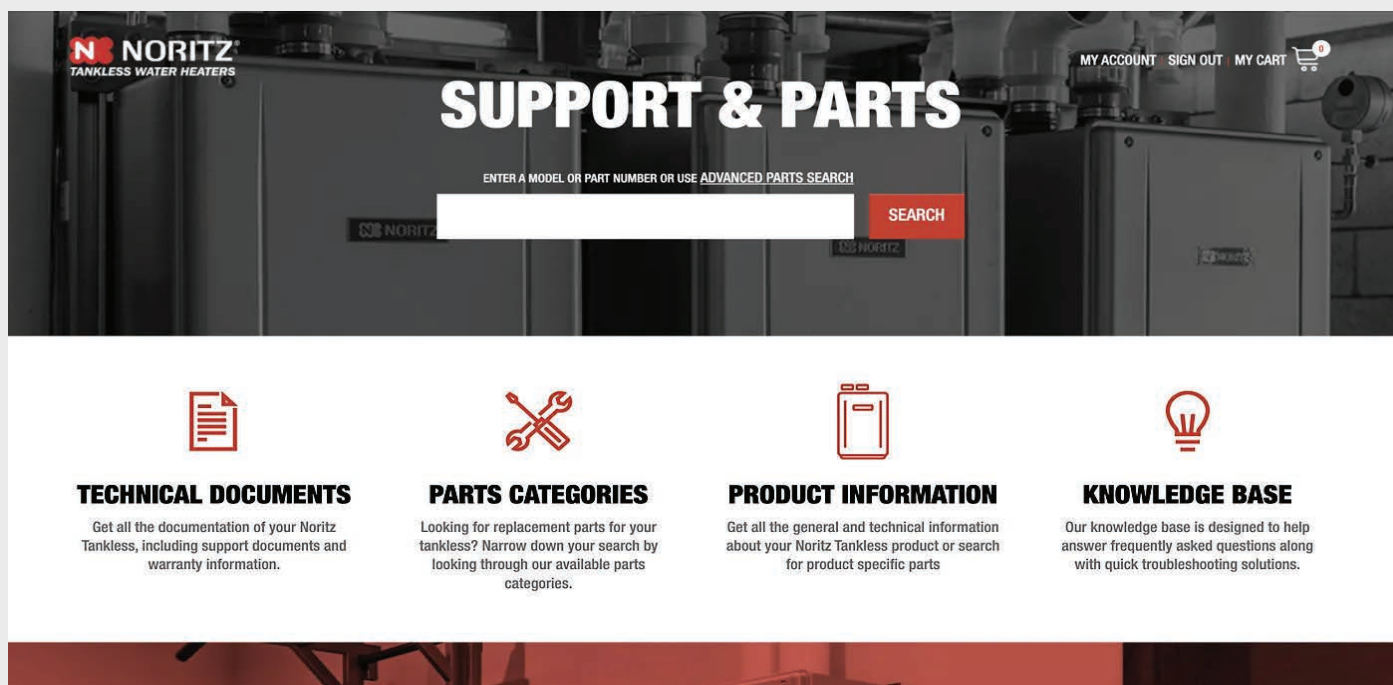
Noritz - product page - desktop
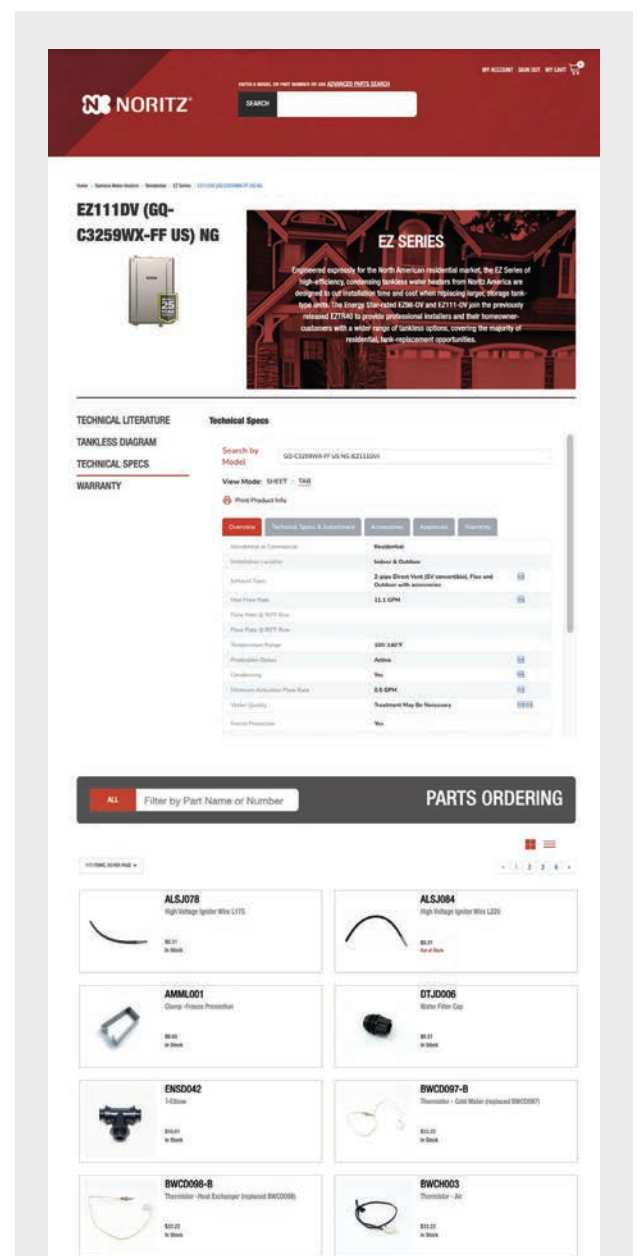
At the most basic level, customers without significant purchase history, such as first-time buyers or those with minimal annual spend are assigned MSRP pricing. Plumbers can qualify for MSRP less 20% right off the bat. For distributors, resellers, or high-volume buyers, tier-based pricing applies. Those who reach certain spend thresholds qualify for Tier One or Tier Two pricing, which offer substantial discounts across many products.

Noritz also adjusts discounts for specific product categories or individual parts. Products with high turnover rates, such as commonly replaced components, might be sold at deep discount. In contrast, scarce or hard-to-source items are subject to more limited discounts, reflecting the challenges involved in maintaining inventory for these items. This approach allows Noritz to maximize profit margins while catering to a wide range of customers.

The site also supports features like their Pro Card system which allows certain professionals to register for a special account to gain access to exclusive discounts, and unlock items not available to homeowners.

> **"For distributors, resellers, or high-volume buyers, tier-based pricing applies. Those who reach certain spend thresholds qualify for Tier One or Tier Two pricing, which offer substantial discounts across many products."**

SUPPORT & PARTS

ENTER A MODEL OR PART NUMBER OR USE ADVANCED PARTS SEARCH

SEARCH

TECHNICAL DOCUMENTS
Get all the documentation of your Noritz Tankless, including support documents and warranty information.

PARTS CATEGORIES
Looking for replacement parts for your tankless? Narrow down your search by looking through our available parts categories.

PRODUCT INFORMATION
Get all the general and technical information about your Noritz Tankless product or search for product specific parts

KNOWLEDGE BASE
Our knowledge base is designed to help answer frequently asked questions along with quick troubleshooting solutions.

The
Solution - continued

NetSuite Integration

The Nomad platform facilitates this complexity by automating the assignment of pricing tiers, discount rules, and inventory levels directly from their NetSuite ERP. This data is presented on the Nomad platform dynamically, ensuring everyone sees accurate pricing across all product categories.

Through their fully-integrated Nomad eCommerce site, Noritz has created an efficient and user-friendly platform that is flexible enough to meet the needs of a diverse audience while maintaining their margins as well as their commitment to high-quality customer service and support.

About Nomad eCommerce

Nomad eCommerce is a powerful B2B platform designed specifically for manufacturers, distributors, and wholesalers. Pulling data directly from the ERP and other necessary backend systems (CRM, legacy, third party), Nomad natively supports:

• Native, build-to-order product configurators
• Seamless account payment and reconciliation portals
• Complex customer pricing models
• Seamless checkouts and real-time shipping estimates
...and more.

All without workarounds, additional consulting fees, or third-party add-ons.