



# Mission Linen Improves Customization Options & Storefronts with Znode

## About Mission Linen

Since 1930, Mission Linen has been a top provider of linens, apparel, and facility services. The family-owned company is best known for its environmental and sustainable business practices. It is headquartered in Santa Barbara, California, with more than 2,500 employees, over 3,000 base products, and 43 facilities. The company has both a wide and deep product offering for its customers in virtually every industry. For its eCommerce platform, Mission Linen chose Znode Multifront™ to provide a solution for its multiple storefronts and B2B requirements.



### Challenge:

Mission Linen's original eCommerce provider was not able to meet their requirements due to a lack of customization capabilities and PCI compliance security.

### Solution:

Mission Linen deployed its new storefronts with Znode's Multifront platform to improve customization options with profiles, ensure PCI compliance, and meet unique customer requirements. The results include:

- Freedom to customize at will with open access to the source code
- Setting up a custom store in under 30 minutes
- Sales growth in apparel with a quality eCommerce channel
- Flexibility for back-office systems



Mission Linen  
717 East Yanonali Street  
Santa Barbara, CA 93103

Phone: 1.800.944.5539  
[www.missionlinen.com](http://www.missionlinen.com)

## Executive Summary

The team at Mission Linen previously used a third party eCommerce provider with ColdFusion technology. However, it found the third party provider did not offer the flexibility to customize the solution. With each customization, Mission Linen endured extra costs and wasted time. Znode Multifront™ became the new provider for its multiple storefronts.



### Customization

The ability to customize the solution was lacking. The company's previous provider could not integrate with its back office systems (SAP, for example). Mission Linen has specific B2B requirements that involve customization from its eCommerce platform. These requirements include adding embroidery options to products, multiple payments and shipping options in the same store, and apparel product management with multiple SKUs per style.



### Security

Mission Linen wanted to verify its solution was PCI (payment card industry) compliant because it is considered a best practice within the industry. Since the site is an extension of the business, PCI compliance and security are vital aspects of the platform. Mission Linen required the highest level of security which its former eCommerce provider was unable to provide.



### Scalability

Extending the platform was another challenge. Mission Linen looked at other providers like Magento but ultimately found that expanding with other platforms was cost prohibitive. With a large number of categories and over 3,000 base products, having the power to handle large volumes is a vital aspect to the company's eCommerce business. At any given time, the platform needs to handle increased demands on the company's sites, so Mission Linen needed something that could easily expand over multiple servers.

## Solution

### Source Code

For its new solution, Mission Linen sought Znode's Multifront™ software primarily for its ability to tailor the platform. Multifront™ offered Mission Linen one platform with a number of unique, customized stores. The full source code provided with Znode made it easy to customize the platform to fit Mission Linen's requirements. Multifront™ allows them to be very agile in developing and implementing their customer requests. Mission Linen was also able to build on its existing features to fit its requirements. For example, the company used the add-on concept to offer embroidery options on its apparel. With access to the full source code, customizations like these are seamless.

### PCI Compliance

Multifront™ immediately solved the problem of the highest level of PCI compliance, which reduces abandoned shopping carts and ensures customers are protected. The result is an increased number of conversions, since customers check out securely. More conversions translates into more sales. Mission Linen now has peace of mind over data security and payment sensitivity because PCI compliance is considered a best in practice within the industry. The highest level of compliance is in place with Znode.

### Integrations

With the full source code, Mission Linen had the opportunity to add integrations and functionality. Its integrations include SAP business software for purchasing and payment, its own custom billing application for invoicing, and an EDI service provider for vendor orders. These integrations allow for storefronts to be updated in real-time, making it easy to take advantage of emerging trends.

### Profiles

The profiles feature proved to be an important solution for Mission Linen because it again customizes the solution. With profiles, the user can create customer groups, then apply special promotions, pricing, taxes, shipping, and display options. Dave Pattison, IT Director, comments: "the profiles are a very powerful feature that give us a lot of flexibility when configuring a store. We can create single stores that can provide different products, embroidery, payment, and shipping options based on the user profile". Since many options are configured at the profile level, the company can provide a personalized shopping experience per user.

## Results

### Time to Market

Thus far the most significant return Mission Linen got from its investment with Znode is the time required for store creation. While Multifront™ has only been in place for a year, it has already helped the company set up 50 custom stores. Now, a store with the standard offering can be set up in under 30 minutes. A future goal is to develop hundreds of stores with Znode Multifront™, all of which will be customized.

Mission Linen customers have also commented on how easy it is to place orders within the 50 custom stores. The user interface (UI) is described as clean and simple.

### Sales

Given the successful setup, Mission Linen would like to grow its direct sales in apparel. The mechanism for this growth will be Znode's eCommerce platform. Znode allows Mission Linen to sell outside its traditional service footprint. Increased sales also materialize with PCI compliance.

### Flexibility

Leveraging a multi store eCommerce solution gives Mission Linen the flexibility to react to changing consumer demands and competitive pressures. With Znode in place for only a year, Mission Linen considers Multifront™ a powerful and flexible enterprise-class product for companies with back office systems.

**"Znode has the power and flexibility to make it an enterprise class product"**

**-Dave Pattison,**  
IT Director, Mission Linen

## About Znode®

Znode is one of the fastest growing eCommerce software companies on the planet. Its customers produce over \$40 billion in combined sales and it's currently implementing over 2,000 new eCommerce sites worldwide. They have a unique approach to eCommerce software. Znode believes that businesses of all sizes, from small operations to the largest enterprises, need more flexible eCommerce solutions.

