

Building a Scalable B2B2C Commerce Platform on Shopify for Batesville



Client Overview

Batesville Services LLC is a leader in the deathcare industry in North America, offering a comprehensive portfolio of burial, cremation, and technology solutions. As part of its digital transformation strategy, Batesville launched the **Batesville Remembrance Store**, a new ecommerce experience designed to serve families while enabling funeral homes to participate in and benefit from digital commerce.

The Business Challenge

Batesville set out to solve a highly nuanced B2B2C commerce problem. Not only did it seek to provide families with a modern, intuitive online experience for purchasing memorial keepsake items, but it also needed a solution that could scale across hundreds of funeral homes, each with unique pricing, assortments, branding, and commission rules.

Among the requirements for this solution were: an ability to ensure every order is attributed to a specific funeral home partner; automatically calculate and track revenue share for funeral homes; integrate with Batesville's newly launched ERP system; and support advanced product personalization using its 3D visualization and configuration solution.

As Ali Sareea, CTO of Batesville, explains:

“Our goal with the Remembrance Store was to create a digital experience that truly works for everyone involved—families, funeral homes, and Batesville—without adding operational complexity behind the scenes. That required a platform that could handle sophisticated pricing, personalization, and revenue-sharing logic, while still delivering a seamless consumer experience.”

Batesville selected Shopify as the commerce platform, but delivering this vision required significant customization and deep systems integration.

Kasama's Solution

Kasama partnered with Batesville to design and implement a highly customized Shopify B2B2C experience, combining native Shopify capabilities with custom applications and enterprise integrations. The solution leverages funeral-home-specific URLs to drive attribution and branding, while the storefront adapts pricing, product availability, and content based on the associated funeral home. Batesville is now also able to calculate revenue share automatically at the order and line-item level.

Additional key elements of the solution included:

Advanced Product Personalization with Its 3D Product Rendering and Configuration Engine

- ✓ Real-time 3D visualization and configuration for customizable memorial products
- ✓ Support for engraving, medallions, symbols, and design options
- ✓ Personalized configurations persist through cart, checkout, customer emails, and fulfillment

Enterprise Data & ERP Integration

- ✓ Real-time product, pricing, and variant data sourced from its enterprise product database
- ✓ Bi-directional integration with the ERP for order creation, updates, and reconciliation
- ✓ Automated retries and monitoring for failed ERP transactions

Custom Remix-Based Shopify App for Revenue Share & Referrals

- ✓ Manages funeral home onboarding, configuration, and synchronization
- ✓ Tracks commissions, including recalculations for order changes and returns
- ✓ Provides exportable commission reports for financial reconciliation

Reflecting on the collaboration, Sareea adds:

“Kasama demonstrated a deep understanding of both Shopify and enterprise system integration, and worked closely with our team to successfully integrate our 3D product rendering and configuration engine, our enterprise product database, and our newly launched ERP. The result is a scalable B2B2C platform that supports our business model today and gives us confidence we can continue to evolve it in the future.”

The Outcome

The Batesville Remembrance Store launched as a **scalable, enterprise-grade B2B2C platform** that delivers value across the ecosystem as:

- Families receive a polished, consumer-friendly ecommerce experience
- Funeral homes gain a new digital revenue stream without added operational burden
- Batesville maintains centralized control over pricing, fulfillment, and financial reporting
- Shopify serves as a flexible foundation, extended rather than constrained by customization

As Mark Rubin, Founder of Kasama, summarizes:

“This project shows what’s possible when Shopify is used as a flexible commerce foundation rather than a limiting framework. By extending Shopify with the right architecture and custom applications, we were able to deliver an enterprise-grade B2B2C solution without sacrificing speed or customer experience.”

About Kasama

Kasama is a trusted partner for eCommerce and Marketing solutions, specializing in Shopify implementation, support, and development. With deep expertise and a commitment to driving impactful results, Kasama empowers businesses to achieve their strategic goals.

