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Unilog plants new U.S. roots to grow its B2B e-commerce technology



BY [PAUL DEMERY](#) Managing Editor, B2B E-commerce

Based in India, Unilog Content Solutions has opened an office near Philadelphia and has doubled its number of B2B e-commerce technology clients in the past year.

Unilog Content Solutions, based in India, is making inroads in the United States as a provider of B2B e-commerce technology.

The company, launched 16 years ago as a provider of online product content management software, is now focusing on sales of its CIMM2 e-commerce software platform designed solely for companies that sell to other businesses, says [Suchit Bachalli](#), president, North America, for Unilog Content Solutions. "Our focus is mid-sized wholesalers and distributors, an often-overlooked segment of the e-commerce market," he says.

Unilog says CIMM2 provides a single technology platform that includes product information management, for maintaining accurate and up-to-date product descriptions and other data on products; content management for controlling how content appears through a web site and online marketing campaigns; site search and navigation; and an e-commerce shopping cart. The e-commerce platform CIMM2 was built on Java technology, [Hadoop database technology](#) and the open-source Lucene Apache software for site search. Open-source technology makes the core software code available to developers for making modifications. Unilog also has worked with Monetate Inc. to build in a web content personalization engine.

Unilog is marketing CIMM2 to wholesalers and distributors with annual revenue of up to about \$500 million in the industries of agriculture, electrical products, energy generation, food-and-beverages, health care, home improvement and office supplies. The cost to deploy CIMM2 ranges from about \$250,000 to \$450,000, plus monthly subscription fees ranging from \$4,000 to \$8,000 based on transaction volume, number of SKUs and the number of users, Bachalli says.

Within the past year, has increased its number of CIMM2 clients from 17 to more than 30, he adds. The company's CIMM2 clients include Mayer Electric Supply Co. Inc., Torrington Supply Co., Southern Pipe & Supply Co. and ThermoFisher Scientific Inc.

Unilog has about 600 employees. Its U.S. office is in Wayne, PA, and its international headquarters is in Bangalore, India.

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