

VetPlus

Client Success Story

B2B eCommerce Portal for Global Pet Nutrition Supplier

The Experlogix Digital Commerce Digital Platform puts global eCommerce offering within easy reach for leading nutraceuticals supplier VetPlus.

B2B eCommerce Portal for US & Portuguese Markets Streamlines Business Processes for Global Pet Nutrition Supplier

With operations in over 34 countries, VetPlus have successfully launched B2B eCommerce solutions in both the US and Portuguese markets. The online portals from Experlogix Digital Commerce are fully integrated with their Sage 200 system, offering maximum customer service alongside efficient and streamlined business processes. Successfully launched in 2 online markets, using different languages and currencies, the Experlogix Digital Commerce Platform puts future global growth within easy reach for VetPlus.

PRODUCTS AND SERVICES

Brightpearl by Sage

BENEFITS

- **Real-Time Integration:**
Integrate in real-time with your ERP software
- **Streamline Process:**
Considerably streamline your ordering process
- **Speed up Ordering Process:**
Speed up the ordering process with less re-keying
- **Place Direct Orders:**
Save time by placing orders directly to your ERP

COUNTRY

United Kingdom

The Company

VetPlus is a family owned business founded in 1995 and is part of the Tangerine Holdings Group of companies.

VetPlus produces a complete range of premium products with brands such as Calmex, Synoquin, Synequin, Aktivait and Promax used by thousands of pet owners and sold exclusively via veterinarians.

VetPlus now has over two decades experience in the veterinary nutraceutical industry with their products recommended by thousands of vets in the UK and in over 34 countries worldwide.

The Challenge

As part of their growth into the US market, Vet Plus needs a B2B online portal to sell to their US customer base under the brand name VetClusive.

Their American customers operate off various pricing models, credit terms and discounts, specific to each customer. These B2B customers need the ability to research and order products quickly and efficiently online with their own price and credit terms available.

They use Sage 200 ERP system to manage customer accounts and to process orders in the UK and globally and need online orders from the US market to be inputted into the same back-end system for order processing. Doing this manually is inefficient and time consuming.

As a global company VetPlus needs to be able to launch solutions in multiple countries with multiple languages and currencies as the market demands it.



The Solution

Referred via an IT consultant, VetPlus got in touch with Experlogix Digital Commerce. The Experlogix Digital Commerce Digital Platform for Sage 200 could offer them both the integration with their business centric ERP system as well as the required eCommerce functionality and a clear path for future growth.

The B2B Customer portal from Experlogix Digital Commerce is fully integrated with Sage 200. This gives their customers access to real-time price, stock, product and my-account information live from their own account in Sage 200.


Customer service is maximised with customers able to easily research products, see live stock availability and order online at their own unique price and with their specific credit terms. Customers can also access their account online, with live invoices, order history, recent products, credit balance, favourites, order lists and more.

Orders are then placed directly into the customer account on the Sage system with no manual processing required, saving valuable resources for the business.

With the successful launch into the US B2B online market, VetPlus subsequently launched a second integrated B2B eCommerce portal from Experlogix Digital Commerce for the Portuguese market.

The portal could be launched quickly using the Experlogix Digital Commerce multisite product, which uses the existing site framework as a basis for a subsequent eCommerce site. This meant a very smooth launch in a new online market, with a different currency and language.

With the flexibility of the Experlogix Digital Commerce Digital Platform the future is secure for VetPlus. The opportunity is within their reach for further eCommerce expansion across their global network as well as the ability to launch mobile app and eProcurement solutions, all integrated in real-time with their Sage 200 system, and all from the same secure SaaS platform.

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