



International growth strategy based on e-commerce at Jørgen Kruuse as. Powerful b-t-b e-commerce platform from Evision delivers the goods.

Jørgen Kruuse is a world class leading manufacturer and wholesaler of food and equipment for veterinarians, animal hospitals, agricultures, pet shops and private pet owners. With more than 200 employees and prosperous revenue figures senior management had ambitious growth plans.

Challenge

Jørgen Kruuse as had serious plans for growing their business internationally. Already in world wide top 5 further growth was to consolidate that position. It was decided strategically that the business expansion should come from on-line channels as this was cost effective and controllable. It was identified that they needed a powerful e-commerce engine for this job. The engine should be scalable and flexible to support the organization through this growth process. They also had to rely 100% on their e-commerce partners as this process was new to them and knowledge needed to be built internally to maximize the digital opportunities across new markets and internally within the Kruuse organization.

Info portal and complex e-commerce

The b-t-b part of the solution should focus very much on customer self service for veterinarians, farmers, animal hospitals and pet shops. The e-commerce site should function as a combined info portal and e-

commerce solution on both animal care and products. Already from the beginning the platform should





be able to handle ten thousands of part numbers, hundred thousands of price agreements and thousands of b-t-b customers from Denmark, Norway and Sweden. Add to that the number of private pet owners that was set to expand rapidly.

Data in one place only, please

At the same time the site should handle many, different product information bits including pictures, files, links etc. Due to the vast amount of product data and information Kruuse needed all data to be located only in one place. Data on products, customers and orders should be reused throughout the info portal and e-commerce solution once entered into the (ERP) system. This would lower all data entry costs and make product and order more easily managed.

Multi channel functionality

The site needed to account for multiple touch points for order entry. Both b-t-b and b-t-c e-commerce orders needed to land in Kruuse's Dynamics AX ERP system where also phone orders and partner orders went. The site should handle real time inventory levels, actual pricing based on individual agreements, and advanced delivery and shipping options.

Marketing machine

As the growth should primarily come from new on-line channels in existing and new markets and countries the digital marketing machine could not be compromised. They needed an online growth driver to generate traffic and convert site visitors into customers.

Time to market

The combined portal and e-commerce solution was targeted to take Kruuse into new markets fast and affordable. This would require timely localisation of product data, price information, language and adaption to local legislation.

Rapid implementation

Kruuse wanted the complete site implemented within a very short time frame. And as they needed maximum flexibility to move deeper and wider into growth opportunities as they arose they would



accept no limitations on functionality and technical set-up over time. They needed the e-commerce solution to be able to follow the growth pattern of the business and adapt accordingly and they accepted only a minimum of software development as they knew this could back fire when the system needed upgrading and adaptations over time. Also, little software development on the new system would control costs and prevent the project budget from spiralling through the roof.

Partnering

Kruuse as had a professional CMS partner to help them set-up their Sitecore CMS system. Kruuse were familiar with Sitecore CMS and they also had a professional partner to help them optimize and maintain their Microsoft Dynamics AX ERP system. Now, Kruuse would like to leverage all the data and calculation models already in the ERP system as this would be the most cost effective way to operate the e-commerce business. Also they did not want to compromise the online marketing machine as this was key to their mission. Kruuse needed an e-commerce system that would leverage and support both the online marketing machine and the existing product data and logistical set-up already in place.

Kruuse's CMS partner knew about Evision and recommended joining forces. Evision develops and markets a complete e-commerce system based on the combination of deep ERP knowledge and deep web programming knowledge. Evision was part of the process with Kruuse and the CMS partner all the way through requirements specification to professional implementation of the e-commerce system. And still is!

Solution

The Evision e-commerce platform could meet all Kruuse's e-commerce system requirements. The combined portal and e-commerce solution was delivered as one seamless system deeply integrated into Sitecore CMS at the front and with real-time ERP integration to Microsoft Dynamics AX at the back-end.

The solution was delivered with a complete product data management (PDM) system for advanced data enrichment as part of the integrated solution and with all Order Management directly in the ERP system.

As all Sitecore, Evision and Microsoft Dynamics software components are delivered as standard software ready for fast and easy adaptations both implementation costs and maintenance costs are manageable and controllable for Kruuse.



Results

It has become easy and fast to move into new markets using the intelligent e-commerce set-up. It is fast to test new market opportunities without extensive overhead and costs. They manage the order flow throughout the company and across many countries with no hassle. And they grow! Add to that they have increased internal efficiency as more and more b-t-b customers are placing orders online.

Shopping lists open 24/7

The customer self service is taking the load on the internal order department and staff can be assigned to other value adding activities. Especially, the customers love the b-t-b shopping list functionality. When logged into the b-t-b e-commerce site, the animal hospitals, pet shops or veterinarian staff have one or several shopping lists open all day long and place products on the list as the stock runs low or they remember what to buy. At the end of the shift or the working day they finalize the shopping list and turn it into an order. Nothing forgotten!

Split orders for maximum efficiency

The flow throughout the system is lean and efficient. Data management is effective and orders are fulfilled with high quality. Especially the "split order" functionality saves a lot of work in the order handling process. When b-t-b online customers order at Kruuse, they can order both Kruuse products and products from other manufacturers, like the Hills who manufacture animal food products. The customer orders all products at the Kruuse e-commerce site. When the order is entered into Kruus's ERP system it is split into 2 separate orders, one that Kruuse handles and one that goes directly to Hill's fulfilment hub. The orders are handled separately fulfilled separately. Still the customer only had to place one order.

Successful e-business

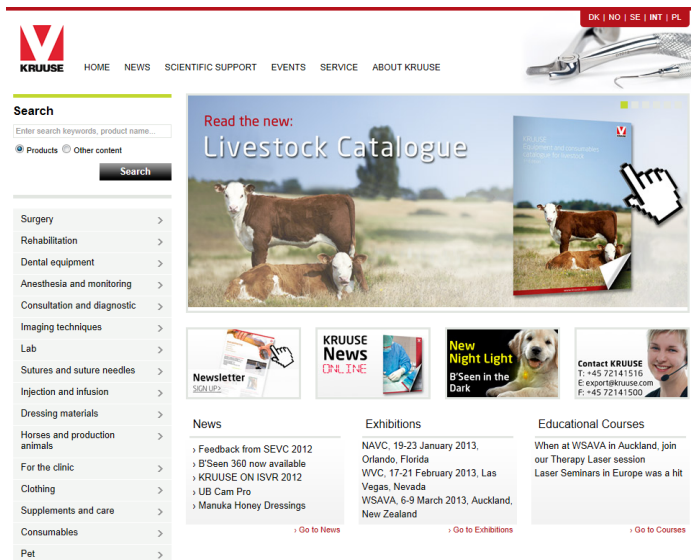
The internal work processes are optimized and the e-commerce site ensures both top line and bottom line as the e-commerce orders are fully integrated into the MIS reporting systems and can be easily monitored. Kruuse has successfully been able to execute an ambitious growth strategy and at the same time been in full control of project costs.



System configuration

The combined portal and e-commerce solution runs with Sitecore CMS 6.0 and Dynamics AX 4.0 on an Oracle database. All e-commerce components including integration components are delivered as standard software components.

For more inspiration go to: www.kruuse.com



The screenshot shows the KRUUSE website homepage. At the top right, there are language selection options: DK | NO | SE | INT | PL. The main navigation menu includes: HOME, NEWS, SCIENTIFIC SUPPORT, EVENTS, SERVICE, and ABOUT KRUUSE. A search bar is located on the left side. Below the search bar is a vertical menu with categories: Surgery, Rehabilitation, Dental equipment, Anesthesia and monitoring, Consultation and diagnostic, Imaging techniques, Lab, Sutures and suture needles, Injection and infusion, Dressing materials, Horses and production animals, For the clinic, Clothing, Supplements and care, Consumables, and Pet. The main content area features a large banner for the 'Livestock Catalogue' with the text 'Read the new: Livestock Catalogue' and an image of a cow. Below the banner are three columns of content: 'Newsletter' with a 'SIGN UP' button, 'KRUUSE News ONLINE' with a 'Go to News' link, 'New Night Light B'Seen in the Dark' with a 'Go to Exhibitions' link, and 'Contact KRUUSE' with contact information: T: +45 72141516, E: export@kruuse.com, F: +45 72141500, and a 'Go to Courses' link. The footer contains the text '· e v i s i o n ·'.