



Serving B2B Veterinary Clients With Passion and Best Practices

The Centaur vision is to leverage their passion for the sound Veterinary business practices, creating value added services for their clients while continuing to improve their current supplies distribution business.

The Centaur B2B eCommerce Customer Portal was a major initiative to facilitate enabling their vision. The portal provides a platform to present new content and services for current and prospective customers, suppliers and future employees of Centaur.

The Centaur Services Difference

Centaur Services was founded in 1964 by a group of veterinary surgeons that wanted to increase their buying power and improve the range of products available to them. More than five decades later, Centaur Services is now one of the UK's leading veterinary wholesalers, supplying over 22,000 veterinary medicines and ancillary products to over 1,200 veterinary practices throughout the UK.

Centaur Services' company mission is clear: to help their customers' businesses grow and prosper. Key to this is providing exceptional service that allows the veterinary practices they work with to run as smoothly, efficiently and profitably as possible. Centaur Services has combined over 50 years' knowledge and experience with the latest innovative technology to create highly efficient stock management and delivery processes that ensures they provide exactly what their clients need, whenever and wherever they need it.

Centaur is proud to be part of the MWI Veterinary Supply family and the group's five core values of customer service, integrity, dedication, quality and innovation are at the heart of everything they do.

Insite Software Chosen To Be The Foundation Of Centaur's Solution

The Centaur team partnered with eCommerce software implementation specialists, XCentium, to implement leading B2B eCommerce software, InsiteCommerce® (version 4.2) by Insite Software.

Insite Software solves the unique business challenges of B2B manufacturing and distribution companies. InsiteCommerce® understands that B2B is complex, and encompasses a many to many relationship between people, products and channels. With their goal to help unify core business systems, and drive user experiences, Insite Software's solutions solve challenges across the organization, and deliver results. InsiteCommerce® provides powerful enterprise solutions, with scalable models designed to grow with any sized business. Named a Leader in The Forrester Wave™: B2B Commerce Suites, Q1 2017, InsiteCommerce® powers over a million unique customer experiences each day.



CLIENT

Centaur Services

WEBSITE

<http://www.centaurweb.co.uk>

INDUSTRY

Distribution

SOLUTIONS

Insite Software



CLIENT

Centaur Services

WEBSITE

<http://www.centaurweb.co.uk>

INDUSTRY

Distribution

SOLUTIONS

Insite Software

INTEGRATIONS

- Insite Software
 - CMS
 - Commerce Engine
 - Integration Server
- Existing Applications
 - MyInventory
 - Pharmacy
 - VetStores
- Existing File Structure
 - Enterprise Service Bus
- ERP
 - SAP

Centaur Services Solution Highlights

Website Design and Development

The implementation of the award winning InsiteCommerce® brings with it modern elements and widgets that are necessary to meet B2B eCommerce customer's desires for today's websites. The Insite CMS provides for WYSIWYG content editing and has a set of UI/UX responsive pages out of the box.

XCentium was involved in designing the website with Centaur team which resulted in a website with heavy lifting on their client facing CMS and B2B eCommerce portal. This partnership resulted in a modern refresh of the current website's look and feel, which will attract new customers and retain existing ones. Key features include:

- Value Added Services, relevant content that customers depend on for their day to day operation and provide a platform to launch future initiatives.
- Industry news
- Blog
- Magazines
- Scientific information
- Promotions
- Dashboards
- Administration
- Intuitive interface
- Preview and make changes in real time

Commerce Engine

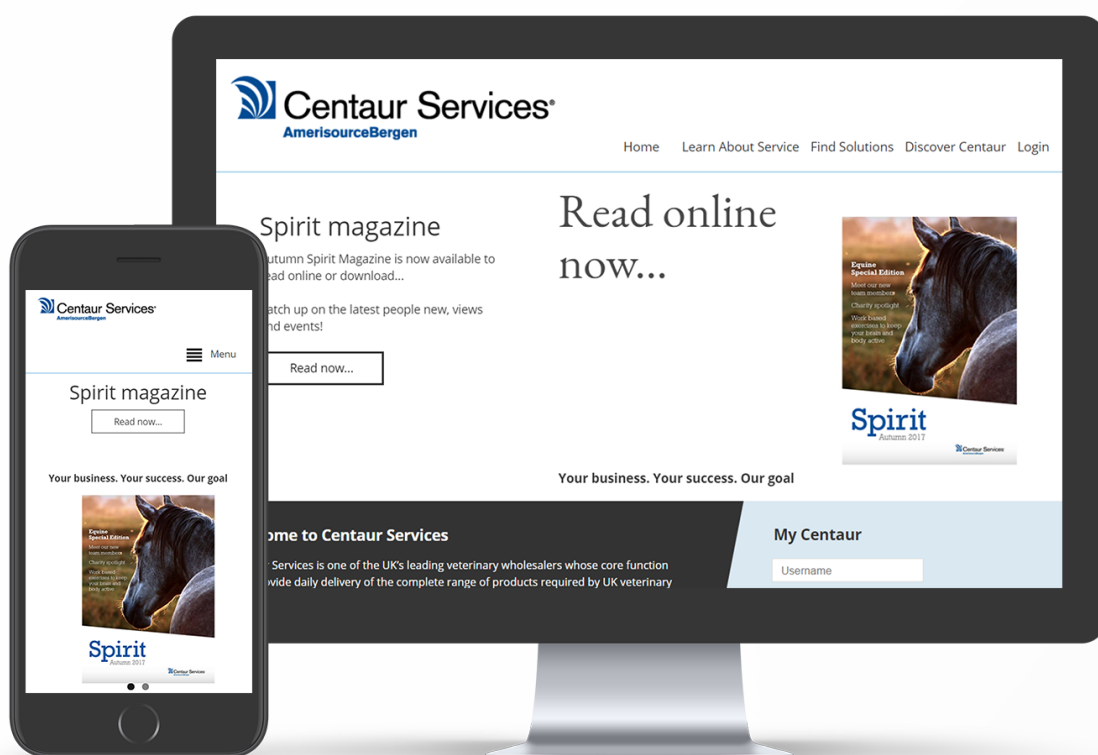
Insite's powerful Commerce Engine fuels Centaur's B2B eCommerce capabilities, giving them digital capabilities to run their entire business online, with automatic scalability in the cloud. Key Commerce Engine features include:

- Stores Customer hierarchy
- Manage users
- Manage relationships between users and customers
- Manage relations between customer, products and pricing
- Inventory and out of stock
- Product list exceptions
- Order History

Enabling Marketing and Promotions

A sophisticated content management system permits the Centaur staff to update marketing and promotional banners very easy. As part of the integration, XCentium created content templates in various areas of the website to ensure easy updating of marketing and promotions, in real-time. Key features of Insite's Marketing and Promotions module includes:

- Ability to add promotions on the site or in the cart
- Promote products and services by customer
- Updating marketing on the fly
- Promotion banners to drive additional orders where appropriate





CLIENT

Centaur Services

WEBSITE

<http://www.centaurweb.co.uk>

INDUSTRY

Distribution

SOLUTIONS

Insite Software

INTEGRATIONS

- Insite Software
 - CMS
 - Commerce Engine
 - Integration Server
- Existing Applications
 - MyInventory
 - Pharmacy
 - VetStores
- Existing File Structure
 - Enterprise Service Bus
- ERP
 - SAP

Centaur Services Solution Highlights

Commerce Shopping Funnel

Customers want access to their information day or night, around the globe, on any platform or device. Insite's B2B eCommerce Customer Portal empowers Centaur's customers to self-serve with access to order, shipments and invoices history, as well as the ability to manage their site users, ship to addresses, as well as their list of commonly ordered products. This client portal also created a Commerce Shopping Funnel for Centaur to entice with loyalty marketing and pricing promotions. Some key features of the B2B eCommerce Customer Portal include:

- 24/7 Self Service
- Placing Orders
- Searching, filtering products
- Indicators
- Add/Remove from the basket
- Notifications
- Managing Returns
- Order Approvals
- Alternatives
- Pick Delivery Day
 - Next day service
 - A Centaur preferred delivery day based on routes
 - An incentive for grouping non-essential deliveries

Enhanced Product Information

InsiteCommerce® includes powerful product information management (PIM) that allows Centaur's staff to augment base product data with rich content and images. The PIM data is indexed and presented to the website users with multiple ways of searching, filtering and sorting to make it easier for customers to order products. Enriched data, sourced from SAP, and enhanced in the PIM can be leveraged across the organization. Key benefits of enhanced product information include:

- Used to store rich content regarding products that Centaur sells on the website including:
 - Images
 - CMS enabled full descriptions
 - PDF's (fact sheets, safety sheets)
- Manage Product Alternates
- Manage Customer specific product lists (formularies)
- Manage new product categorizations such as therapeutic treatment
- Better product information facilitates decision making.
- Easy and intuitive product search
- Better product information reduces returns
- Refocus customer service reps on quality service rather than returns



CLIENT

Centaur Services

WEBSITE

<http://www.centaurweb.co.uk>

INDUSTRY

Distribution

SOLUTIONS

Insite Software

INTEGRATIONS

- Insite Software
 - CMS
 - Commerce Engine
 - Integration Server
- Existing Applications
 - MyInventory
 - Pharmacy
 - VetStores
- Existing File Structure
 - Enterprise Service Bus
- ERP
 - SAP

Centaur Services Solution Highlights

Implement Enterprise Service Bus (ESB)

Centaur had an existing data storage system, Enterprise Service Bus, that had previously used to store their eCommerce data. XCentium leveraged InsiteCommerce's rich API structure to build out a custom configuration, combining Centaur's historical eCommerce Data through ESB, Centaur's ERP through SAP, with Insite's powerful InsiteCommerce platform, featuring Insite's eCommerce analytics. Some of the key features of this custom configuration include:

- PIM data exposed to other applications
- Commerce functions can be exposed to external operations
- Modules (MyInventory, Pharmacy, drop shipping etc.) exposed as services
- Current processes will be leveraged
- Centralized data exchange
- Reusable business processes
- Reusable code base
- Lower costs

"Insite Software helps distributors like Centaur Services reach their B2B customers by extending customer service online. This robust B2B software also enables distributors to leverage eCommerce to expand their sales potential, while helping streamline internal workflows. Insite Software helps B2B companies ensure they have a presence everywhere their customers choose to interact with their brand."

- Mamta Agrawal, Senior Project Manager at XCentium

