



New England Biolabs Wins Life Sciences Industry Award

Founded in the mid-1970s as a collective of scientists committed to developing innovative products for the life sciences industry, New England Biolabs is now a recognized world leader in the discovery and production of enzymes for molecular biology applications. New England Biolabs retained XCentium to create a solution that would enable them to engage and educate their B2B customer base while bringing new products to market.

Engagement

Working collaboratively with New England Biolabs, XCentium proposed and built a comprehensive solution that using Sitecore and InsiteCommerce. The solution serves both public websites as well as B2B commerce, including B2B Commerce rich features such product recommendations and online account management. Solution features also include Salesforce integration and Master Data Management (MDM), enabling New England Biolabs to serve their customers proactively and efficiently.



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New England Biolabs

WEBSITE

www.neb.com

INDUSTRY

Life Sciences

SOLUTIONS

Sitecore, Insite Commerce, Salesforce integration, Master Data Management (MDM)

INTEGRATIONS

Salesforce
Master Data Management (MDM)

"Every agency tells you they will be an extension of your team. I never experienced that until working with XCentium."

- Tanya Waldroup, New England Biolabs

"Helping companies like New England Biolabs effectively and efficiently bring their products to market and run their business online is a true privilege for XCentium. We are humbled to see our work with New England Biolabs recognized as the Most Useful Website in the Life Sciences industry. It is an honor to work alongside the New England Biolabs team to help them execute their vision."

- Steve Miller, Partner, XCentium



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Impact

Utilizing the combination of Sitecore and Insite Commerce integrated with Salesforce, provides a robust B2B Commerce solution, with a 360-degree view of the customer, enabling New England Biolabs to reach their customers in real time. For this project, XCentium also integrated the NEB's solution with multiple third-party solutions including:

- ERP - Product, Customer, Order, Pricing Master
- Salesforce - User Master and Marketing Automation
- Master Data Management (MDM) – Hosts rich product content, video library and scientific data
- Tax calculation
- Payment gateway
- Shipping vendors
- Procurement systems to enable another purchasing channel
- On-premise Kiosk integration for VMI/auto-replenishment

The connections Sitecore, InsiteCommerce and Salesforce provides between commerce, sales, service, marketing and other channels ensures New England Biolabs' customers get a consistent customer experience across all of NEB's channels.

Winner "Most Useful Website"
2018 Life Sciences Industry Awards

