

VGM Corporate Specialties

Ease And Efficiency For VGM's WebJaguar Solution

Experts at AdvancedEMedia listened to the needs of VGM Corporate Specialties then customized its WebJaguar e-commerce platform to fit the criteria perfectly.

Providing a menu of multiple marketing solutions to a sizable list of client-members takes extensive planning and efficient execution. VGM Corporate Specialties is that member service organization, with vendors and internal divisions to oversee and satisfy. "Thus, we are an internal distributor helping vendors, internal divisions, external clients and members assemble marketing strategies, explains Division Manager of VGM Jennifer Heller." Additionally, when appropriate, this means VGM also selects corporate specialty products to increase campaign results for its members.

When VGM began to look for an e-commerce solution to put all these services at the fingertips of distributors, there were numerous goals. "The platform had to function without failure through the sale under typical industry conditions," Heller says. "It had to be semi-user friendly. It also had to provide a one-stop option and provide sales, purchasing, billing, artwork upload and tracking functions."

VGM reached out to online platform experts at AdvancedEMedia for help. Its e-commerce platform called WebJaguar provides small- to mid-sized promotional products companies an ability to easily automate and manage business with a fully featured website, e-catalog/content management, shopping cart, CRM and lead generation technologies. "We've provided a front-end and back-end solution to sell products online," says Bachir Kassir, president and founder of AdvancedEMedia. "We worked closely with ASI to develop data feed based on the ASI database. This gives distributors access to hundreds of thousands of products as a complete turnkey e-commerce solution."

AdvancedEMedia's understanding of the marketplace and software expertise appealed to VGM. "We are new to this," Heller says. "It is a challenging program for those who have never performed programming." But, she explains, with WebJaguar you have someone who can work with the inexperienced, training your key Web store employee on how to build and execute Web stores effectively.

The value of educating clients is significant. Heller says:



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Jennifer Heller, VGM Corporate Specialties

things so that we don't have to contact them for every little issue. My goal is to have five Web stores up and running smoothly by the end of this year. With their help, I don't doubt that will happen."

In fact, she sees added value in AdvancedEMedia's pursuit to make the platform even better and more tailored to VGM's unique needs. "WebJaguar can do what they say it can do, but they continue to upgrade and add more functions and solutions," Heller says. "Our corporate accounting required the integration with Avalara software so that we could correctly track accurate tax charges on the site. They made the relationship between WebJaguar and Avalara become a reality in a timely fashion so that we can get our Web stores up and running properly."

All that's needed for other companies to get started on their own WebJaguar e-commerce solution is a Web browser. No special hardware is required nor does any software have to be installed. WebJaguar is a cloud-based, turnkey solution. For more information, visit www.webjaguar.com/asi or call (888) 718-5051 for a free consultation and demo.

"Clients will be able to get their arms around their spending, and have centralized information if they have multiple branches. There are budget constraints that can be set on company stores as well as managerial approvals. There is so much control and data, it helps the clients we work with market their company better, while monitoring their spending and campaign outcomes along the way."

From an administrative standpoint, WebJaguar has made a positive difference. While the platform is up and running, it is still in its infancy. Heller, however, already sees important benefits. "It will give us one program to use for both manually entered orders and online ordering. That's efficiency," she says. "Simply being able to report accurate numbers will be an improvement."

She also appreciates the support and service from AdvancedEMedia. "Bachir is always willing to meet via the phone and WebEx if there are questions or difficulties," Heller says. "His team responds to our requests for changes and they teach our Web person how to do