

How a promotional agency supports all its clients' online stores on a single platform

A Case Study
of Bob Lilly Promotions





Since 1999, Bob Lilly Promotions has been providing its clients impactful and creative integrated marketing solutions. From day one, the company has taken on the mission to be more than simply a vendor to its clients, but also an irreplaceable extension of their business. Bob Lilly's offerings span an array of fields—from print and creative services to promotional merchandise and fulfillment and delivery capabilities—with its ecommerce company stores being a critical part of its business model.

The ecommerce technology Bob Lilly was using to power its online company stores had previously consisted of a combination of various solutions

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John Boyd
Senior Manager, Program Operations
Bob Lilly Promotions

from multiple vendors. But by 2015, those solutions were no longer meeting the demands of its clients' business. The company decided it was time to migrate all its sites under one provider, so it started shopping for a new ecommerce platform that could meet the requirements to manage all of its online stores.

"I had investigated multiple options, but was underwhelmed," says John Boyd, senior manager of program operations at Bob Lilly. "We had several special requirements that most providers could not support."

Where most providers couldn't hold up to Bob Lilly's online stores' complex needs, WebJaguar had robust capabilities that could meet and exceed the company's expectations. Ultimately, Bob Lilly partnered with WebJaguar to implement its ecommerce platform for all of its online company store clients.

Highlights

Situation: Promotional marketing and advertising agency had grown out of the disparate mix of ecommerce solutions it used to power its clients' online stores. It needed to implement one platform that could meet its unique requirements and manage all of its online stores.

Solution: Bob Lilly Promotions partnered with WebJaguar to implement its commerce and marketing platform to manage all of Bob Lilly's clients' online stores.

Results: All of Bob Lilly clients' online stores are now on WebJaguar's single platform, which supports the company's complex requirements and is always up to date with the latest technology and security protocols. The transition to WebJaguar has cut down on administrative time and has given Bob Lilly full control over the look and feel of its sites.

Situation

In 2015, [Bob Lilly Promotions](#) realized the disparate mix of ecommerce solutions it used to power the online stores it created for its clients was no longer capable of meeting their demands.

The company had about 20 different sites scattered across multiple underperforming platforms. And some of those online stores required complex technologies—such as application programming interface (API) and single sign-on (SSO) integrations—which its existing solutions simply couldn't support.

For example, one large client was utilizing three separate sites, one of which required an API integration. "Each one was posed to a different market of individuals, but they all had shared products with different pricing, and there could not be any crossover of users between the product offerings," Boyd explains. "Our team was spending a great deal of time manually cross-referencing and updating inventory levels across the multiple site. In addition, any product changes required multiple updates."

Bob Lilly wanted to migrate all its sites to one central provider, and it wanted warehouse integration capabilities so that inventory updates would be automatically applied across its sites. The company wanted to have up-to-date technologies

with features that would set Bob Lilly apart from its competition. And it wanted to launch a public site to showcase its brand and offer its customers, who enjoyed picking their own products, a place to do that with all of their preferred supplier items displayed with as little maintenance as possible.

So Bob Lilly began to shop for a platform provider that could meet its complex requirements. When Boyd came across WebJaguar at an industry trade show, he found his needle in a haystack. "I realized that WebJaguar could easily support our requirements, so I immediately did further research on its capabilities, and scheduled a demonstration for a more in-depth review."

Solution

Soon after, Bob Lilly partnered with WebJaguar to implement its ecommerce platform for its online company store clients. "Once we made the decision to partner with WebJaguar, the process was quick and seamless," Boyd says.

At the outset, WebJaguar reviewed all of Bob Lilly's current sites and discussed the company's unique needs, which included a warehouse, API and SSO integration. WebJaguar's development team investigated Bob Lilly's challenges and offered solutions other providers had not been able or willing to. "We were then assigned a dedicated account manager,

to help us with onboarding, and scheduling the migration of all our current sites over to WebJaguar," Boyd says.

For Bob Lilly's public site that would showcase its brand, the company reviewed all the available WebJaguar templates and discussed the look-and-feel with the WebJaguar team. Then Bob Lilly selected which suppliers it wanted to list on the site, as well as its desired margin. "From there, WebJaguar did all the heavy lifting in populating the site and setting up custom URLs for each of our account managers to share with their customers," Boyd says.

WebJaguar's development team also worked with Bob Lilly's warehouse provider to set up the warehouse inventory integration. Once this was complete, the WebJaguar development team began working on the custom development needed to support Bob Lilly's special requirements while we strategically migrating each of its current sites over to WebJaguar.

Results

All of Bob Lilly's clients' online stores are now supported by WebJaguar's single platform, which has cut down on administrative time. Bob Lilly now has full control over the look-and-feel of its sites and has confidence that they

are always up to date with the latest technology and security protocols.

“We have had hack attempts with our sites, but they have never been able to get past the site’s security measures,” Boyd says. “I don’t feel confident that would have been the case with some of WebJaguar’s competitors.”

In addition, Bob Lilly did a full integration with ASI SmartBooks for both order and inventory integration. This development has streamlined the company’s internal systems eliminating many manual processes. “This was a very large project and WebJaguar’s development team did a good job of scoping out our requirements in conjunction with ASI to successfully deploy integration,” Boyd says.

And over time, the platform has continued to adapt to Bob Lilly’s ever-growing needs. When a needs arise the platform can’t support, WebJaguar provides alternative solutions or handles development as necessary to support those needs.

“Client meetings and RFP concerns are a thing of the past with WebJaguar platform. Our clients love the modern look and feel, and we love the capabilities on the backend,” Boyd says. “There’s no competition for the platform capabilities. You’re ready for the future with WebJaguar.”

About WebJaguar

WebJaguar is a leading ecommerce platform for small- and medium-sized businesses. We provide a complete range of website set-up, custom programming, support and online marketing services. WebJaguar is a software-as-a-service (SaaS) platform containing more than 100 features to maximize sales and reduce costs for B2B companies and retailers.

(www.webjaguar.com)