

How a nonprofit organization's new platform created efficiencies, and boosted sales

A Case Study
of RESPECT of Florida



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In 2012, RESPECT of Florida (RESPECT) was under the gun to move off its existing ecommerce platform and onto a new one. The nonprofit organization, which focuses on providing employment to individuals with disabilities in Florida, learned its platform provider was shifting its business focus—and it needed to transition RESPECT off of its servers.

As a 501(c)(3) nonprofit, RESPECT relies on 6% of its sales to fund its entire operation. Through its partner agencies, known as Employee Centers, the organization sells everything from drug testing kits and janitorial supplies to medical and COVID-19 supplies. It also offers services, such as janitorial, groundskeeping and landscaping, as well as office support and others. RESPECT's

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customers are primarily government agencies such as the Florida Department of Health and Department of Corrections, as well as state and local municipalities.

And all of its products and services are provided by Floridians with disabilities, as part of the organization's mission to "encourage and assist [them in achieving] maximum personal independence through useful, productive, and gainful employment by assuring an expanded and constant market for their products and services."

Although RESPECT was given ample time to find a new platform that would be a good fit for its mission, the organization knew it should move quickly. The site was dated, and didn't have the capabilities and functionality it needed to best serve its customers.

Highlights

Situation: Nonprofit organization had to quickly move off of its existing ecommerce platform, integrate their disparate systems under one platform, and build a more robust site with additional capabilities and functionality to better serve its customers.

Solution: RESPECT of Florida partnered with WebJaguar to move its ecommerce site to WebJaguar's platform and implement a host of critical capabilities, including punchout catalog technology, to better serve the nonprofit's customers.

Results: An all-in-one solution to process and manage all functions related to the entry and processing of orders has allowed RESPECT to streamline its operations, reach more customers and increase sales.

So it launched a request-for-proposal (RFP) process. A plethora of ecommerce platform providers submitted their proposed plans for RESPECT's new, more robust ecommerce site. But one clearly rose to the top.

"What WebJaguar brought to the table and the capabilities they were able to offer really blew us away," says Michael Yon, RESPECT's operations director. "It was not even close when we looked at all RFPs."

In spring 2013, RESPECT of Florida partnered with WebJaguar to engage in a full replatforming of its ecommerce site. In only a few months, WebJaguar deployed RESPECT's much more robust ecommerce site with far greater capabilities than it ever had before.

Situation

As a nonprofit, RESPECT of Florida runs on a very lean budget. Before 2012, the organization's e-commerce site was created and hosted at a very low cost by a technology company that worked on other projects for the state. But as both companies expanded over the years, the partnership was no longer an ideal fit and it made sense that RESPECT of Florida transition off of its platform to a different one.

It was good timing. RESPECT had been running its ecommerce site on old, outdated technology that was no longer serving the needs of its customers well. RESPECT had several individual, disparate systems working to solve a complex set of problems. Its minimal product and order management system interface only allowed basic product listing and online ordering.

The site was not connected to the punchout system within My Florida Marketplace, a site that state agencies use for purchasing—forcing buyers to engage in manual purchase processes. Any time customers wanted to order products from the site, they had to download RoF's line item catalog and enter all of the items they wanted to order into a requisition form and email that form to RESPECT. RESPECT then had to then manually enter that order into its system.

Because the vast majority of the procurement process happened through this email ordering process, human error and unwanted processing delays were more likely to occur. "It was a long, arduous process," Yon says. "And it was incredibly inefficient."

Additionally, RESPECT had a manual process for collecting payments, typically through email. And there was no back-end integration to the corporate accounting system. All

accounting function happened through manual, human-driven processes—introducing unreliable and varying results in processing cycle and accuracy.

With the right solutions, the site had the potential to do so much more than its technology at the time allowed. That's where WebJaguar stepped in.

Solution

After winning the RFP, WebJaguar got to work. The team worked closely with RESPECT to truly understand the organization's needs and goals, and set a path not only toward meeting them, but also exceeding them.

"There was nothing we asked for that WebJaguar couldn't do," Yon says. "Even if they didn't already have the solution—they were able to figure it out for us. They were very flexible and worked with us on our timeline. It was a great fit."

For the new, more robust site, the WebJaguar team implemented a full-service, all-in-one solution, including:

- **Interface design and implementation:** WebJaguar provided a wide selection of standard templates that RESPECT could customize and update to fit its needs.

- **Data migration:** WebJaguar evaluated and worked with RESPECT to migrate all product and customer data from the existing proprietary system over to the WebJaguar system.
- **Infrastructure hosting:** RESPECT requested a private hosting environment, so WebJaguar implemented its world-class private cloud hosting solution, provided by Rackspace, to fulfill all security, privacy and compliance initiatives outlined by RESPECT.
- **Data encryption:** To fulfill various specific order processing encryption needs, WebJaguar designed and implemented custom encryption techniques using standardized encryption algorithms and methods, allowing flexible and effective solutions to complex issues.
- **ERP integration and automation:** WebJaguar team developed several customized automation techniques and security mechanisms to enable secure, automated integration of product and order data with the existing ERP system—reducing manual entry, as well as error frequency.
- **Distributed fulfillment center order management:** Any given order was likely to be fulfilled by one of the Employment Centers, which holds all the inventory RESPECT sells. So WebJaguar implemented a customized order processing mechanism allowing orders to be automatically

routed and allocated to the appropriate Employment Center, similar to an Amazon order.

- **Fulfillment center data entry and collection interfaces:** WebJaguar provided the Employment Centers with an interface to access an order and update with related order and status information for shipping and tracking.
- **Customer order support interfaces:** Customer order support representatives historically managed all RESPECT orders and order data via email. WebJaguar's platform provided user interfaces where the customer order support group could log in and manage orders inside the system. WebJaguar also provided an interface that allowed the support team to walk the customer through the ordering process when necessary.
- **Punch-out functionality:** Punchout catalog interface functionality was one of the most critical new capabilities on the site. WebJaguar implemented punchout functionality to enable the State of Florida purchasing departments to access products for sale by RESPECT through My Florida Marketplace—better enabling access to RESPECT products by State departments with better visibility within the interface.

WebJaguar and RESPECT began working on the new site

in spring 2013. They deployed the first version in October 2013, and in December 2013, they launched the punchout capabilities. Since then, the site has gone through various updates to add more features as the organization grows.

Results

WebJaguar's all-in-one platform has proved successful for RESPECT.

"WebJaguar implemented the new platform on budget, within RESPECT's timeline and at a fraction of the cost of any other solution proposed in RFP process," says Bachir Kassir, CEO of WebJaguar. "And the all-in-one solution provided many advantages to RESPECT."

WebJaguar's platform provided RESPECT, its stakeholders and its customers a single system to process and manage all functions related to the entry and processing of an order. By allowing for credit card acceptance, the site became available to a whole host of new users. It improved compliance and captured better metrics for ongoing planning and KPI measurement, enabling process improvements across all internal and Employment Center processes.

By improving the ordering, processing and tracking mechanisms through the WebJaguar platform, RESPECT was

able to increase the reach into the community and ultimately conversion rates. This boost in sales means the organization is providing more opportunities for Floridians with disabilities to achieve maximum personal independence through useful, gainful and productive employment.

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.

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