



Dental Medical Ireland

Client Success Story

Dental Medical Ireland Leaves B2B eCommerce Frustrations Behind

Early Adopters Scale New Heights

Dental Medical Ireland was an early arrival in the B2B eCommerce space, but being part of the Experlogix Digital Commerce platform has allowed the company to better serve existing customers and reach new buyers.

- **B2B and B2C ordering:** Built-In SEO capabilities helped generate new sales for DMI.
- **Noticeable reduction costs:** Dramatically reduced the need to print flyers, brochures and catalogues

The Background

Dental Medical Ireland (DMI) is a leading dental and medical supplier in Ireland with previous experience in trading online.

With high demand for trade prices and stock updates it became imperative for the company to have an integrated B2B eCommerce website with its Intact back office system

SOLUTION

Experlogix Digital Commerce
WebShop

BENEFITS

- **21 days:** Possible deployment time, up to 10 times quicker than bespoke B2B eCommerce projects
- **Zero:** Reduce order processing time to zero
- **20x cheaper:** 20 times cheaper than manual order processing

COUNTRY

Ireland

The Challenge

DMI was an early adopter to the B2B eCommerce space, having identified significant opportunities to broaden its customer base and improve the experience for existing trade customers.

However, its previous experience with B2B eCommerce packages ultimately led to a frustrating experience.

Its old B2B eCommerce solution had no real-time information, poor user experience design and the requirement to manually input prices on a regular basis — ultimately meaning that its customers were perpetually dissatisfied with their digital experience.

The Experlogix Digital Commerce B2B eCommerce Solution

Having become one of Experlogix Digital Commerce's earliest customers, DMI was delighted with real-time pricing features, while its new integrated system also reduced the time and stress expended on backorders.

With stock levels updated in real-time, it meant that the days of unintended backorders were at an end.

Dental Medical Ireland also became the first Experlogix Digital Commerce customer to implement WebShop's Business-To-Consumer (B2C) features, meaning customers who did not have a trade account with DMI could early order and pay by credit card.

Other benefits for DMI were an increase in trade accounts while WebShop's built-in SEO capabilities helped to increase the website's search engine visibility, resulting in a higher volume of B2C orders.



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