



Armstrong Richardson

Client Success Story

Experlogix Digital Commerce B2B & B2C eCommerce Solutions Power Expansion at Leading UK Pet Supplies Wholesaler

The Experlogix Digital Commerce Digital Platform for Sage 1000 helps AR Wholesale scale their business online with B2B and B2C WebShops.

Success of B2b WebShop Drives Move into B2B eCommerce for AR Wholesale

Strong online multi-million sales at AR Wholesale using the Experlogix Digital Commerce B2B Webshop has led to a second Experlogix Digital Commerce solution in the form of a B2C Retail site for the Group.

The Company

Armstrong Richardson is a group of businesses that have been trading since 1925. Originally a supplier of farm inputs to customers in the northeast of England, it now has customers all over the UK.

Trade has evolved to now cover a wide range of agricultural inputs, wholesaling of all major brands of horse and pet products, retailing of pet, equestrian and country supplies, fuel and fuel cards, horse transport, third party haulage, providing entertainment equipment, embroidery service, container self-storage and contract farming.

PRODUCTS AND SERVICES

Brightpearl by Sage and Experlogix
Digital Commerce Webshop

BENEFITS

- **Real-Time Integration:**
Integrate in real-time with your ERP software
- **Streamline Process:**
Considerably streamline your ordering process
- **Speed up Ordering Process:**
Speed up the ordering process with less re-keying
- **Place Direct Orders:**
Save time by placing orders directly to your ERP

COUNTRY

United Kingdom

The Challenge

The Wholesaler faced:

- How best to manage increasing levels of orders and customer queries while avoid additional staff
- Difficulty administering different customer pricing for their many trade customers across thousands of product lines
- Reaching a new consumer audience without an online offer for them

The Solution

The Experlogix Digital Commerce Digital Platform was the clear first choice for AR Wholesale, with easy ERP integration with Sage 1000, a secure cloud based SaaS platform that could grow with their needs, along with world class B2B order features out-of-the-box.

Armstrong Richardson can now offer their expanding 12,000 plus product range of pet and equestrian feed, accessories and supplements, online to their B2B customer base. These independent retailers all across the UK self-serve and buy online 24/7 365, generating a multi-million pound turnover online.

Working with their Sage Partner Datel, Experlogix Digital Commerce has provided seamless integration with the Group's Sage 1000 back office system.

Armstrong Richardson Director, Helen Thompson commented on the project, "We are really impressed with the new site. Customers have found the uptodate stock information and the intuitive search function a huge benefit. Experlogix Digital Commerce have been incredibly supportive and worked hard to get the site live despite the testing times."

So pleased with the results, the Group's new online retail venture, is powered by the Experlogix Digital Commerce B2C eCommerce Solution, providing comprehensive product search and online payment.

AR Wholesale are continuing to invest in their now successful eCommerce offering via the Experlogix Digital Commerce Digital Platform with ongoing updates and improvements to their existing sites and plans to grow with the SaaS platform's various eCommerce, mobile app and eProcurement solutions in sight for the future.



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-Helen Thompson
Director

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Get Started

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