

Powering the Platform behind the Largest GPO in North America

How Virto Commerce Enables Thousands of
Agencies to Buy Smarter and Faster



Executive Summary

OMNIA Partners, North America's largest group purchasing organization (GPO) for both government agencies and for-profit companies, partnered with Virto Commerce in 2023 to launch OPUS, a transformative digital B2B marketplace built to serve procurement teams. This solution addresses a longstanding market gap by making cooperative purchasing accessible and efficient for small and mid-sized organizations. Since its launch, OPUS has enabled over 11,000 public agencies and 19,000 users to transact and collaborate through a single platform that houses 7 million SKUs from 630 trusted suppliers.

Together with Virto, OMNIA Partners also developed a proprietary functionality called Quick Connect, which allows end users to research and directly communicate with OMNIA suppliers to access catalog offerings more efficiently. With over 4,000 Quick Connects and a 58% reordering rate, OPUS is redefining how government procurement is done, turning multi-month processes into a few weeks and reducing order workflows from hours to minutes. The success of this initiative demonstrates how combining Virto Commerce's composable architecture with OMNIA's deep market expertise can deliver game-changing innovation for procurement professionals.



**7 MILLION
SKUs**

630 suppliers



> 11,000

public agencies



> 4,000

Quick Connects



58%

reordering rate

Virto Commerce not only provided the platform but also led the implementation in-house, ensuring full alignment with OMNIA's unique procurement model. The teams worked in close collaboration from day one, forming a strategic partnership that extended beyond technology to shared innovation and execution.



105,000+

members



Total sales

exceeding \$30 billion



U.S.

population served



35%

of Fortune 1000

About OMNIA Partners



OMNIA Partners serves more than 105,000 members across the public and private sectors, with total sales exceeding \$30 billion. In the public sector alone, OMNIA's contracts are utilized by agencies that serve 94% of the U.S. population, including high-profile entities like the City of New York and the University of California system.

In the private sector, the GPO works with over 15,000 companies spanning 35 industries, including 35% of the Fortune 1000, such as Target, McDonald's, Lowe's, Carnival Cruise Lines, and Sherwin-Williams. Its scale and influence make it a cornerstone of procurement efficiency and compliance for organizations nationwide.

Addressing Procurement Requirements in the Public Sector

OPUS was created to solve a long-standing challenge for today's procurement leads. Even with OMNIA Partners' extensive reach, a significant portion of the public sector - specifically small and mid-sized agencies - were burdened with challenges:

Resource limitations:

Many small municipalities operate with minimal procurement staff, often overwhelmed by manual compliance and administrative tasks.

Complex compliance landscape:

Fragmented local regulations created inefficiencies and procurement delays, even for basic purchases.

Disjointed procurement experience:

Traditional punch-out systems required users to jump across multiple supplier websites, creating fragmented workflows and increasing training needs.

High touchpoint costs:

Smaller agencies, while numerous, have lower individual spend, making them traditionally unprofitable to serve through manual sales processes.

This segment represented a large total addressable market, over 51,000 SLED (state, local, education) organizations. OMNIA saw a major opportunity to develop a cost-effective, self-service model to better serve this long tail of government buyers.



Why OMNIA Partners Chose Virto Commerce?

To address these systemic challenges, OMNIA initiated a competitive evaluation process of digital commerce platforms. Virto Commerce stood out among more than a dozen contenders due to its composable architecture, agile customization capabilities, and great user interface.

In addition to a seamless UI/UX, Virto demonstrated the ability to support OMNIA's complex multi-vendor, multi-agency use case — something few platforms could accommodate. The Virto team's proactive collaboration and open-ended customization approach made them an ideal innovation partner for a project of this scale and strategic importance.

Co-Launching OPUS to Modernize Public Procurement

Together, OMNIA and Virto Commerce launched OPUS, a cloud-based ecommerce platform purpose-built to serve government buyers at every level. From its inception, OPUS was designed with direct input from procurement professionals through extensive journey mapping, supplier interviews, and usability testing.

Key features and innovations included:

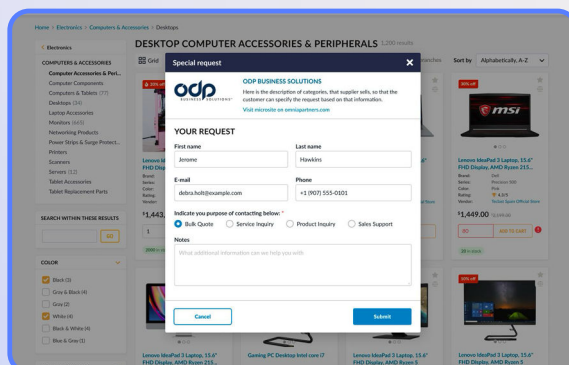
- **Quick Connect technology:** Instantly connects buyers with the right supplier contact trained in public sector procurement, eliminating hours of research and ensuring compliance.
- **Connect to Contracts:** Provides public and nonprofit members with free, centralized access to a library of competitively solicited and publicly awarded cooperative contracts.
- **7M+ SKUs across 120 categories:** Includes office supplies, MRO, IT hardware, furniture, science & labware products, and commercial kitchen equipment, all with real-time availability and pricing.
- **One-stop-shop experience:** Allowing procurement teams access one platform to manage everything from search to purchase on a single platform.
- **Multi-level approvals & flexible payments:** Streamlined workflows with corporate card support and supplier-provided lines of credit.
- **Data-driven improvements:** Built-in analytics monitor search activity to detect gaps in supplier coverage and drive ongoing optimization.

Virto also provided strategic guidance on payment processing, helping OMNIA navigate complexities of a decentralized merchant-of-record structure.



The user interface stood out immediately. It was elegant, intuitive, and far superior to other options.

Mike Grade,
Senior Vice President, OPUS, OMNIA Partners



Impact & Results

The OPUS platform has delivered measurable results in just over a year since launch:



630
suppliers

represented, with many receiving more than 100 Quick Connect leads.



7 million
SKUs

available for direct procurement across 120 categories.



> 11,000
public agencies

actively using the platform.



> 2,000
active weekly users



58%
repeat order rate

showcasing strong user satisfaction and retention.



> 4,000
Quick Connects

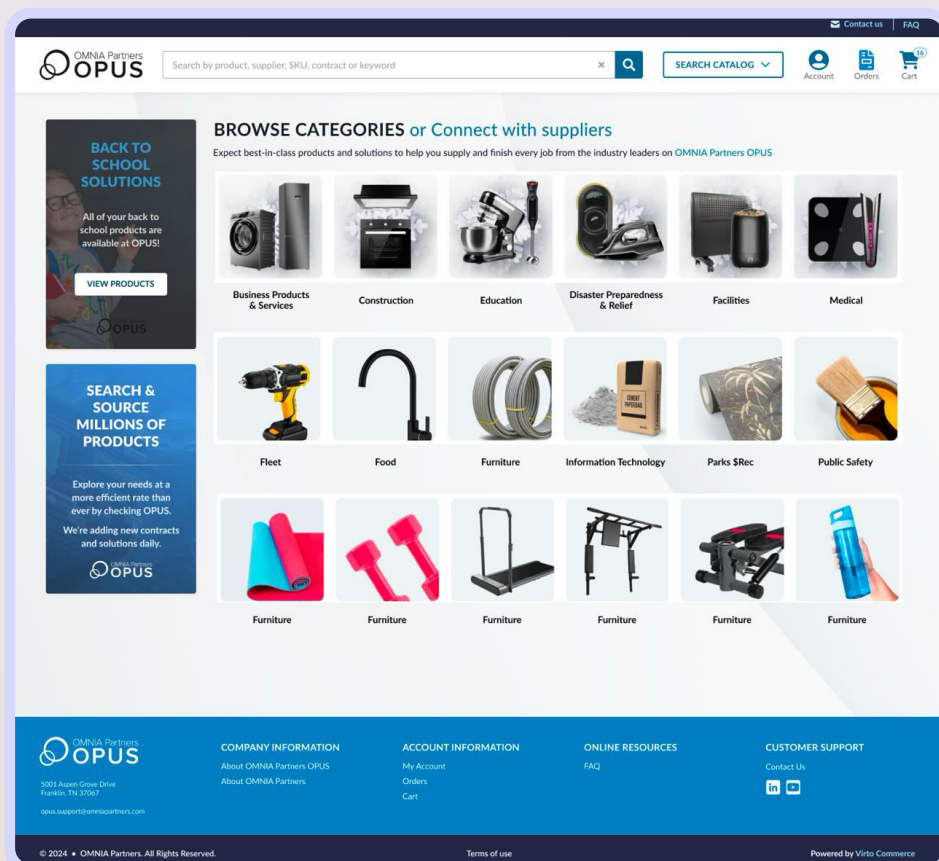
initiated to suppliers for custom quotes or relationship setup.

Procurement time for commodity items has dropped from an average of 3 hours across multiple days to just 10 minutes. For larger infrastructure purchases, OPUS & OMNIA Partners has shortened timelines from 9–12 months to just a few weeks — a transformational change.

Transforming Government Procurement

OPUS is more than a digital store; it is a reimagined procurement model that merges public sector cooperative contracts with modern ecommerce usability. The platform optimizes a once-cumbersome purchasing process, allowing even the smallest municipalities to make strategic, efficient buying decisions.

OPUS is also helping suppliers grow their reach. Vendors benefit from access to an underpenetrated market, increased visibility, and low customer acquisition cost while retaining control over transaction data and compliance adherence.



Future Plans

OMNIA is now expanding the OPUS platform into the private sector. A soft launch is underway in 2025, focusing on corporate and SMB members. The organization is investing in marketing automation, AI-powered outreach, and supplier data enhancements to boost user activation and expand supplier integrations.

Future goals include:

- Scaling OPUS into 35 private-sector industries.
- Integrating additional suppliers from key categories including facilities maintenance, food, industrial supplies, and others.
- Boosting content personalization and category management.
- Increasing order volumes through education and automated engagement.

What Sets Virto Commerce Apart?

For organizations seeking to digitalize complex procurement workflows, Virto Commerce is more than a vendor — it's a strategic innovation partner. Virto brings:

- **Composable commerce architecture** to accommodate complex use cases.
- **Unparalleled flexibility** to support multi-vendor ecosystems.
- **Exceptional UX/UI** to accelerate user onboarding and engagement.
- **Collaborative, agile delivery model** aligned with client goals.

Conclusion

The OMNIA-Virto partnership is a blueprint for digital transformation in procurement. With OPUS, government agencies — regardless of size — gain access to a modern, efficient, and compliant way to procure critical goods and services. Meanwhile, suppliers benefit from broader market access and deeper engagement. As OPUS expands into the private sector, its impact will continue to grow. Virto Commerce remains a key innovation engine behind this transformation, proving that the right platform, together with the right partner, can change an entire industry.



We've been able to overcome industry challenges that have stalled other platforms. It's been a true collaboration of expertise and flexibility.

Mike Grade,
Senior Vice President, OPUS, OMNIA Partners



About Virto Commerce

Virto Commerce, founded in 2011, is a global leader in B2B ecommerce and marketplace solutions, with offices in Los Angeles, Limassol, and Vilnius.

Virto Commerce specializes in innovative, highly customizable headless commerce platforms. Our mission is to empower businesses with cutting-edge ecommerce solutions through relentless innovation.

At the heart of our offerings is the Commerce Innovation Platform, which enables businesses to build commerce products that drive sustainable business transformation.

Powered by our proprietary Virto Atomic Architecture™ and Virto Cloud, our Commerce Innovation Platform offers unparalleled flexibility, seamless integration, and extensive customization, enabling businesses to create unique, high-performance digital experiences and to drive sustainable business transformation across various industries.

Let's Discuss Your Goals

Craving the same level of success with your ecommerce company?

Virto Commerce's top-notch technology is trusted by hundreds of global enterprises like HEINEKEN, Hyundai, Bosch, De Klok Dranken, and Standaard Boekhandel. Your business can be next in line for ecommerce excellence.

We don't just provide adaptable, future-ready ecommerce technology—we partner with our customers to guide and support their digital transformation journey. From aligning technology with your business strategy to ensuring cost-efficient solutions, we work alongside you to achieve your goals.

Ready to discuss your ecommerce solution?

[Contact Us or Book a Demo!](#)

