



TradeCentric

CASE STUDY

Industry:
EDUCATION

School Health Doubles Revenue via Seamless Migration to New eCommerce Platform

EXECUTIVE SUMMARY

School Health wanted to improve its eCommerce experience by providing procurement integration and automation capabilities, especially for buyers using eProcurement spend management software for complex procurement and authorization processes. School Health also sought to increase revenue from existing customers through its eCommerce platform and to attract new business with this newly integrated procurement ability. TradeCentric helped achieve all these goals, increasing average order values by 25 percent, total orders by over 60 percent, and revenue by over 110 percent.



INTRODUCTION

School Health is a family-owned supplier of medical equipment and health supplies to school districts across the United States. School Health has integrated with over 60 school district customers for Punchout catalog capability and purchase order automation via TradeCentric's Integration-Platform-as-a-Service (iPaaS).

Since 2013, School Health has partnered with TradeCentric for integration support to:

- Drive offline customers to Magento eCommerce (now known as Adobe Commerce).
- Increase eCommerce orders, average order values and revenue.
- Attract new customers with an enhanced and integrated eCommerce experience.
- Migrate from Magento 1 to Magento 2 without disrupting customer integrations or the purchasing experience.

THE CHALLENGES

School Health created an eCommerce storefront for school districts to utilize. While this storefront streamlines the purchasing experience, eCommerce alone does not offer a frictionless experience to large purchasing organizations. Once a customer filled their cart on School Health's eCommerce store, they would have to replicate that work in their eProcurement platform and await approval before finalizing orders.

School Health wanted to provide a cohesive procurement journey by offering eCommerce customers procurement integration and automation capabilities.

“Over time, an increasing number of customers were asking for eCommerce automation features like Punchout catalogs. We saw integration and automation as an opportunity to build stronger relationships with our customers and attract new customers.”

– Jessica Wetzel,
eCommerce Manager,
School Health Corporation

The company's goal was to provide a dramatically improved eCommerce-based purchasing experience that:

- Increased revenue from existing customers by driving their business through the eCommerce platform.
- Attracted new business with the promise of fast integration and superior procurement automation capabilities.

Integrating individual customers on an ad-hoc basis was not scalable or cost-effective, and the company sought an integration partner that could simplify and streamline its integration capabilities.



School Health also wanted to maintain a modern eCommerce presence based on up-to-date technology. When development ended on Magento 1, the company embraced an upgraded path to Magento 2 that maintained existing integrations without disrupting buyer relationships.

TradeCentric allowed School Health to connect to any eProcurement system—such as SAP Ariba, Skyward, ESM Solutions, Equal Level, Munis, and Business 360 by Power Schools—enabling customers to leverage Punchout catalog purchasing and purchase order automation at a fraction of the cost of custom integration projects.

THE SOLUTION

After a comprehensive vendor selection process, School Health selected TradeCentric as the most capable and efficient integration service provider.

TradeCentric provides a cloud Integration-Platform as a Service (iPaaS). The TradeCentric platform authenticates users into the correct School Health Magento eCommerce storefront to view product offerings and contracted pricing while facilitating shopping cart data transfers to customer procurement platforms. Integrating Magento was straightforward with TradeCentric's Magento extension plugin. Once integrated with the TradeCentric Platform, School Health could offer uncomplicated integrations and automated ordering to their eProcurement customers.

Because so many School Health customers rely on Punchout catalogs and purchase order to invoice automation, there is a distinct need for the ability to upgrade the platform without disrupting integrations. Disruption would be unavoidable if the store were directly connected to over 60 customer eProcurement platforms. But, because the connection between School Health's Magento store and customer eProcurement platforms funnels through the TradeCentric iPaaS, School Health upgraded their Magento platform with zero business interruption. Instead of facing difficulties, the upgrade allowed them to focus on educating customers on the new enhanced experience.

“ We have over 60 Punchout integrations today. Year over year, revenue through that channel is up over 100%. Every year we add more integrations as they're requested from customers in the field.

Buyers love the automation potential, and they're often surprised just how fast and straightforward it is for us to connect to their platform for a much-improved eCommerce experience compared to other vendors.”

– Jessica Wetzel

THE RESULTS

TradeCentric helped School Health achieve all of its goals. eCommerce key performance indicators including revenue, order numbers and order values rose significantly. Over the past few years, eCommerce revenue increased by over 110 percent. eCommerce orders increased by 60 percent. The average order value increased by 25 percent.

Customers are enthusiastic about integration for Punchout catalogs and purchase order automation because it:

- Reduces procurement costs
- Improves the procurement experience
- Eliminates error-prone manual data entry

School Health's ability to offer fast, low-cost integrations and automation helped it win new business and improve customer retention.

The TradeCentric platform provides data analytics for transactions passing through the TradeCentric iPaaS to deliver valuable insight into customer behavior. School Health can observe whether customers are using Punchout catalogs effectively, whether the integration is functioning as expected, whether customers need additional training and guidance, and each customer's buying patterns. The data provided by the platform helps School Health to anticipate the needs of its customers, creating stronger, happier and longer-lasting business relationships.

Looking to
modernize
your B2B
transactions?
Let's talk.

(888) 623-2374
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