NEW ECOMMERCE PLATFORM CONNECTS SUPPLIERS, PRACTIONERS & PATIENTS

Apexon deploys B2B website on Magento using headless commerce architecture

This client is a US-based online provider of wellness products, vitamins and nutritional supplements designed based on feedback from health care practitioners and patients.

The company's focus is on delivering the brands, resources and services to help support integrative health practitioners and ensure the best possible care for their patients. This includes helping practitioners safely recommend the right vitamins and supplements to their patients for purchase along with easy-to-follow compliance protocols. To deliver on its goals, the company needed a more flexible and high-performing ecommerce platform that could connect practitioners with vitamin and supplement suppliers as well as the practitioners' patients. The company engaged Apexon to help develop this hybrid B2B B2C capability for its business.

Virtual storefront for wellness products, vitamins and nutritional supplements

Serving both healthcare practitioners and their patients

Comprehensive offering of high-quality products and services

THE RESULTS

KEY OUTCOMES

ENHANCED PRACTITIONER & PATIENT EXPERIENCE

INCREASED SUPPLIER SALES

INCREASED OPERATIONAL EFFICIENCY; REDUCED REQUIREMENTS OF IT TEAM

REDUCED BUSINESS EFFORTS IN ORDER PROCESSING & ACCOUNTING

THE CHALLENGE

FLEXIBLE ECOMMERCE CAPABILITY TO MEET THE NEEDS OF BOTH PRACTIONERS & PATIENTS

The client needed a B2B ecommerce platform to connect practitioners and suppliers while also meeting the needs of patients purchasing those products. At the same time, orders and inventory needed to be managed in the company's SAGE ERP system, so the solution had to include comprehensive integration between the commerce platform and the ERP system.

THE SOLUTION

HEADLESS COMMERCE ARCHITECTURE ON MAGENTO ECOMMERCE PLATFORM

Apexon designed and deployed a headless ecommerce architecture with Magento 1.14 Enterprise as the backend and Angular for loading the front-end view of the site.

Key solution features include:

A complete B2B platform with both Practitioner and Patient concepts

Custom user roles (Practitioner, Patient) implemented multiple ways for registration, e.g., thru website, email link, or referral

3rd party accounting module using the company's SAGE ERP system

Seamless Magento/SAGE integration

OUTCOMES

Enhanced practitioner and patient experience

Better site performance and speed

Increased operational efficiency as the business team was able to independently own and manage the platform with minimal involvement of the IT team

Seamless Magento-SAGE ERP integration reduced business efforts in order processing and accounting

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