



CERTUS

SVS Veterinary Supplies makes ordering easy using IBM WebSphere middleware on Linux

Dialing the dollars away

With major competition vying for a share of the lucrative veterinary supplies market in New Zealand, SVS needed to implement a system that made doing business with it easier than the rest. The company was concerned that other suppliers might beat it to market with a similar service and gain valuable market share.

“New Zealand is a large primary industry producer with more than 600 veterinary practices,” said Phil Bladgen, IT Systems Manager at SVS. “There is definitely money in the market but we are not the only ones out there chasing it.”

Roughly 80 per cent of SVS’s orders were submitted by phone and 20 per cent by fax. Before calling SVS, vets needed to generate purchase orders in their own systems and print them out. Time spent doing paperwork or on the phone meant less time for vets to attend to their core business of healing animals and more time spent by SVS staff answering calls, checking stock availability and manually entering orders.

“It was taking up to 10 minutes on the phone before orders were faxed to the warehouse for processing. This time-consuming system was one of the vets’ major gripes,” said Bladgen. ▶

CHALLENGE

Veterinary supplies company SVS was interested in updating its phone and fax ordering systems for its customer base of more than 500 veterinary practices across New Zealand. The company wanted to implement an automated, web-based solution that would allow busy vets to quickly check stock availability and place orders.

SOLUTION

IBM® Business Partner Certus Solutions designed a solution for SVS that enables vets to view and order stock using their existing VetLink software packages. The vets’ software is integrated with SVS’s existing systems using a high-availability message processing hub that includes IBM WebSphere® Application Server, IBM WebSphere Business Integration Message Broker, IBM WebSphere MQ and DB2all running on Red Hat Linux™.

BENEFITS

Making it easier, faster and more efficient for vets to do business with SVS has given the company a competitive differentiator. For SVS, the scalable, re-usable solution removes the need for costly changes to legacy systems. In addition to saving time it is simple for the solo IT administrator to manage.



SVS Veterinary Supplies makes ordering easy using IBM WebSphere middleware on Linux

Phone orders could result in mistakes due to miscommunication or data entry errors by call centre staff, such as keying in the wrong product code.

“Verbally relaying information meant responsibility for order accuracy always fell to our staff,” said Blagden. “There was no way to work out where mistakes had originated if the wrong product turned up.”

Vets had no way of finding out which products SVS had in stock. This resulted in stock management complications such as back orders and delays. The company needed a central repository for stock information that could be used across the business, and viewed by vets online. And, with just one IT worker, the solution needed to be robust and easy to manage.

“Our customers did not want to be told how to work. This way, they can do everything they need without having to leave VetLink, the most popular software package for vets.”

Phil Blagden
IT Systems Manager
SVS

A best-in-show solution

IBM Business Partner Certus designed a solution called Vetchannel that uses IBM Websphere products to connect software used by vets with SVS’s product database.

The project involved opening SVS’s Acumen database to allow clients to access it over the Web. Using Vetchannel, which is based on an IBM WebSphere Application Server hosted by Certus, vets can raise a purchase order as they normally would, then simply hit a button to send it. IBM’s WebSphere Business Integration Message Broker technology transforms purchase orders into a format SVS’s database can understand and returns up-to-date stock availability and pricing information to the vet.

“All details returned through Vetchannel are customer specific and dependent on what is available from the vets’ supplying SVS branch,” said Blagden. “The system re-uses information entered once by SVS staff to whip up dynamically-generated web pages on bonus stock and current promotions.”

The solution also gives vets reliable 24-hour access.

“They have more options with Vetchannel. For instance, they can add to a purchase order all day and simply send it through when they are done,” said Blagden. “Once they press ‘send’, orders print out in our warehouse 60 seconds later.”

Vetchannel uses IBM WebSphere Application Server, IBM WebSphere Business Integration Message Broker, IBM WebSphere MQ and IBM DB2, all running on Red Hat Linux.

IBM’s range of middleware for Linux offers businesses of any size a portfolio of software to help gain a competitive edge. Everything from databases, web software, collaboration software, administrative and development tools and systems management – IBM offers proven, secure, flexible software optimised to run on Linux and designed to provide a lower total cost of ownership. ►



SVS Veterinary Supplies makes ordering easy using IBM WebSphere middleware on Linux

About SVS

Since 1987, veterinary product wholesaler SVS has provided prescription animal health products to New Zealand veterinary practices. SVS went national in 2000. The company employs 36 staff with just one dedicated IT administrator. A small five-person call centre in Christchurch deals with orders and enquiries for the national operation. SVS has branches at Hamilton and Palmerston North and a head office in Christchurch.

About Certus

Delivering customer value through successful enterprise software projects that align business processes with technology is Certus Solutions core focus and key strength.

Backed by over 20 years experience, Certus designs, develops and integrates enterprise solutions based on IBM software components, implemented to address each client's unique business requirements and environment. As a Premier IBM Business Partner and the largest specialist team of IBM certified professionals across Australia and New Zealand, Certus represents a solid proposition for organisations looking for a full-service enterprise partner, offering a rare depth of expertise across the breadth of the IBM software portfolio.

Certus' experience includes work with some of the region's largest organisations, including Air New Zealand, Aon, Cement Australia, Fonterra, Honda Australia, Tupperware Australia and Westpac.

Owned and operated by its senior management team, Certus employs 100 people servicing over 400 clients from offices in Brisbane, Melbourne, Sydney, Auckland and Wellington.

For further information

For further information on Certus Enterprise Infrastructure Services:

E: eis@certussolutions.com
W: www.certussolutions.com/eis

Brisbane • Sydney • Melbourne • Auckland • Wellington



Certus Solutions
www.certussolutions.com
info@certussolutions.com

Australia
1300 658 720
New Zealand
0800 CERTUS

© Certus Solutions. All rights reserved.
All products, service names and their logos mentioned are the trademarks of their respective owners.