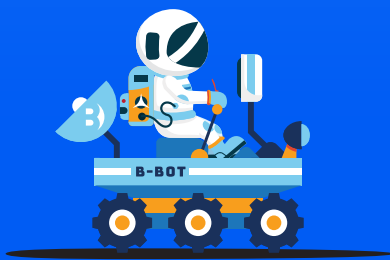




How a Single Digital Commerce Project Turned Into a Prosperous Four-Year Partnership

CASE STUDY



“Brilliance delivers projects on time. They consistently deliver on or under budget. And, on the technical side, they meet every obligation. Those are the three things we look for in a partner—so I call that a 100% success.”

Andy Childs,

IT eCommerce and Collaboration Manager, Neogen Corporation



Neogen's mission is to become the leading company in the development and marketing of solutions for food and animal safety.

Highlights

Challenges

- Building a unified on-site experience
- Introducing a global self-service revenue channel
- Unifying digital commerce across multiple locations with different ERPs

Solution

- Optimizely streamlines digital commerce
- Custom-built ESB unites disparate ERPs and WMSs
- Ongoing improvements to support future growth (e.g. mergers & acquisitions)

Results

- A consistent and intuitive on-site experience for Neogen's customers
- Ongoing improvements to digital commerce platform as Neogen grows
- Time savings for Neogen leaders: 10–15 hours/week

Challenges

Building a unified on-site experience

When Neogen partnered with Brilliance in 2019, its top priority was launching a single website for its global audience.

Before that, each division maintained its own site, which resulted in an inconsistent user experience:

- Layout and visual branding varied from site to site
- Some sites had digital commerce, others didn't
- Sites were supported by a scattered landscape of technologies and ideas

Andy Childs, IT eCommerce and Collaboration Manager at Neogen, says, "We needed a place to centralize—to start pushing the Neogen branding and message out globally and have it unified, uniform, and consistent, so customers could recognize us on a global scale."

Introducing a global self-service revenue channel

In addition to having a unified look and feel, Neogen needed its new site to support rapid growth. It had to be an enterprise solution spanning digital commerce needs for all global products and locations. It needed self-service sales channels to help manage order volume at scale.



“We needed a partner that could come in, understand our complex offerings, bring it all together, and deliver it in a single pane of glass for our customer. That’s why we partnered with Brilliance.”

Solution

A new website that scales with Neogen’s needs

Brilliance helped Neogen develop and launch its new site on Optimizely Customized Commerce and Content Cloud (aka Episerver). The new site unified branding and messaging. It streamlined online ordering for their food safety division. And it spanned multiple markets, with support for six languages at launch and many more in the future.

Most importantly, Optimizely’s powerful digital commerce framework paired with Brilliance’s Catalyst accelerator provided pre-built B2B commerce features that unified the online shopping experience and made it more user-friendly.

But arriving at that end state was easier said than done. Many divisions had completely different ERP (Enterprise Resource Planning) solutions and WMSs (Warehouse Management Systems).

Getting every division on the same page took a tremendous effort from Andy’s team and Brilliance.

“Brilliance helped us realize the complexity of what we were asking. They did a great job of coming in, integrating with our teams, asking questions, actually understanding the task, and then communicating the barriers to success,” Andy says.

To solve the problem, Brilliance created an ESB (Enterprise Service Bus) architecture to seamlessly integrate ERPs and deliver orders and customers to different global systems.

The new website launched on March 25, 2020.

Critical support on all digital commerce projects

Following the launch, Neogen expected to retain Brilliance for another six to eight months. The thought process: Brilliance would carry support for a time, after which website building and development would transfer to Neogen’s team.

But when Neogen realized just how invaluable Brilliance had become to the organization, months turned into years.

“It’s too easy to work with them,” Andy laughed. “We scoped out a phase two together. That turned into a phase three. Fast forward to today, and we have five projects running with Brilliance. They’ve been amazing at scaling with us.”

Phase two saw Brilliance adding to the platform’s foundation and launching its second and third ERPs. This enabled customers of one division to easily browse and purchase products from another without having to manage multiple logins. Phase two also enabled users to order hundreds of Genomics products from any division.

During phase three, Brilliance helped Neogen restructure its website for more cohesive product marketing. They added a fourth ERP for Products, Orders, and Customers, additional capabilities for Analytics and Metrics, and also upgraded the website to the newest version of the platform.

By the time phase three was drawing to a close in May 2021, Neogen had already tapped Brilliance in for more projects.

“Ultimately, it came down to: do we have the time or desire to take on digital commerce in-house when we already have a great partner supporting us and growing with us?” Andy says.

One of the biggest projects came in September 2022, when Neogen acquired 3M’s Food Safety business. The acquisition required SAP implementation into Neogen’s global infrastructure. Brilliance also had to help build a new subsite to support critical 3M functionality.

“Taking 3M’s digital commerce and integrating it with SAP—that’s one project. We also ended up creating a side project that integrates it with MuleSoft. And we have to build a whole new subsite to support new ERPs. Brilliance is helping us get all of those things done,” Andy says.

These projects are still ongoing, but Andy says he’s already planning the next phase of his partnership with Brilliance.



“We realized that there was no way we could build a team as capable and versatile as Brilliance while also focusing on other growth avenues.”

Results

A reliable digital commerce arm for the business

In the years following Neogen's massive website project, the company has grown its on-site divisions, increased available products, and tightened up its marketing and sales funnels.

Throughout these changes, Brilliance helped streamline Neogen's on-site digital commerce. The user experience has never been better, both for customers making a purchase and Andy's team, who rely on intuitive tools on the backend.

Today, Brilliance is so inextricably tied to Neogen's digital commerce efforts, that Andy says it's difficult to gauge who the results belong to, but he agrees that the brand is stronger than ever and order volume has increased a lot since 2020.

"I can't quantify the results, but I can tell you that to mimic this in-house, I would've had to hire like crazy. The cost of labor would have been too high," he says.

A partner you can trust, which saves you time

Neogen and Brilliance share a strong trust—so much so that Andy says he views Brilliance as another Neogen department. He says that he judges vendor relationships based on three criteria: timeliness, budget, and capability. In all three areas, Brilliance delivers—and exceeds expectations.

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In fact, Andy trusts Brilliance so much that he often relies on them to lead calls related to digital commerce, while he focuses on other priorities. By his estimate, this frees up an average of **10–15 hours of his time each week.**

“Brilliance’s leadership on calls has been amazing. I have had multiple people say to me that they now understand why I praise Brilliance so much, and why every dollar spent is worth it. Brilliance Business Solutions is, has, and will always be one of the most truly valued partners with Neogen,” he says.



“I don’t see Brilliance as a vendor anymore. It’s basically another department. They know our business so well, and the development team brings new value to the table daily.”



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