

The logo for IBM Forum 06, featuring the text "IBM FORUM 06" in a bold, sans-serif font. The "0" is stylized with a dot, and the "6" is also stylized. The text is white and set against a dark background.

IBM FORUM 06

Results through Innovation



# SVS Get Nimble with SOA

what makes you \*  
special?



IBM FORUM 06

Results through Innovation



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Certus Solutions



what makes you \*  
special?

# Agenda - 1

- SVS
- The Problem
- Vision
- Why Certus
- Solution
- Vetchannel



# Agenda - 2

- Project Logistics
- The Project
- Metrics
- Lessons Learned
- Futures
- Questions



# SVS

- Founded 1987, New Zealand owned and operated
- Suppliers to Animal Health Businesses in New Zealand
- Approximately 600 clients
- Head Office in Christchurch
- Warehouses in Christchurch, Palmerston North and Hamilton
- 36 staff
- Five-person call centre in Christchurch
- One IT Manager/Administrator

# The Problem - 1

- Vets use 3<sup>rd</sup> party Vet Practice Management (VPM) Software
- Three main VPM systems in New Zealand
- Vets have
  - Own description of products
  - VPM allocated product codes, not SVS product codes



# The Problem - 2

- Enter order into VPM then
  - 80% of orders by phone
  - 20% of orders by fax
- Call centre staff create purchase order in ERP system
  - Enter products
  - Advise stock availability and pricing
- Each call on average takes 10 minutes

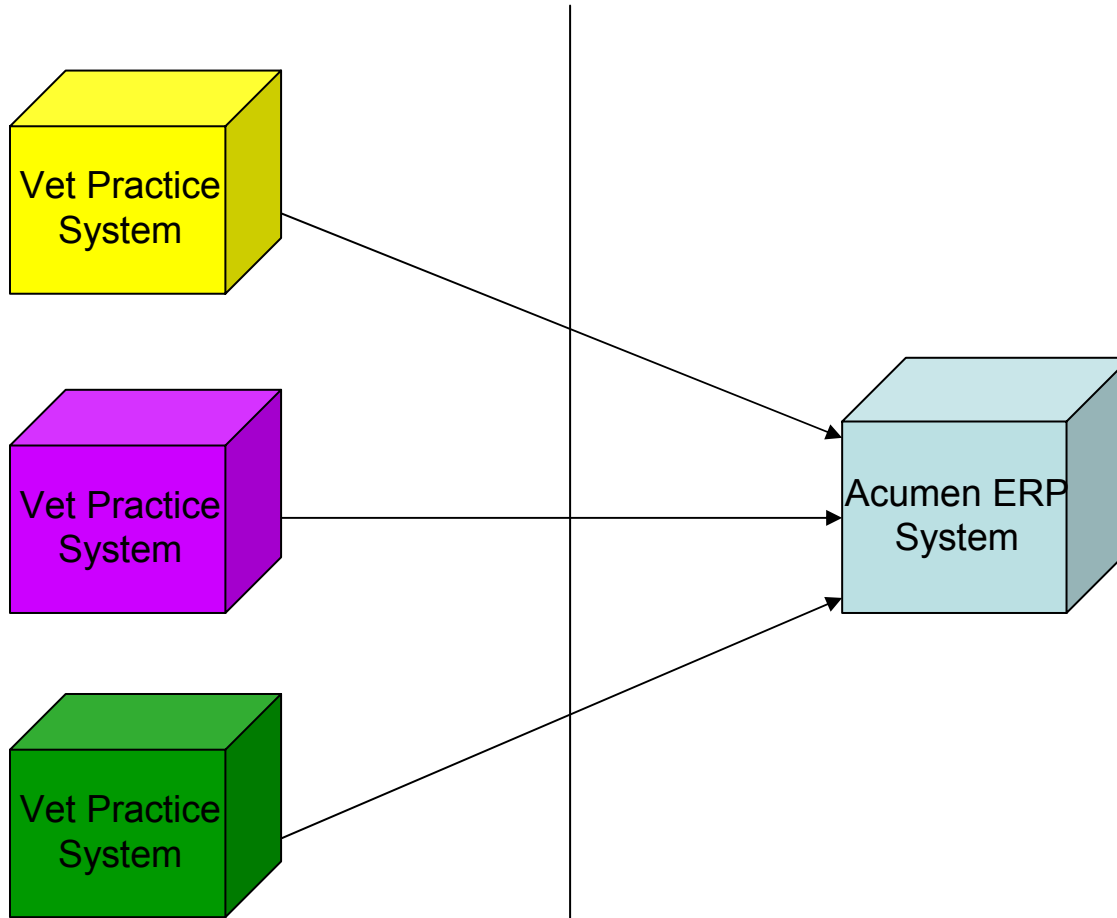


# Vision

- Improve efficiency of systems
- Have customers handle stock query and availability issues
- Have customers direct order – self service
- Reduce phones calls
- Reduce data entry errors
- Make doing business with SVS easy



# Vision contd



# Why Certus - 1

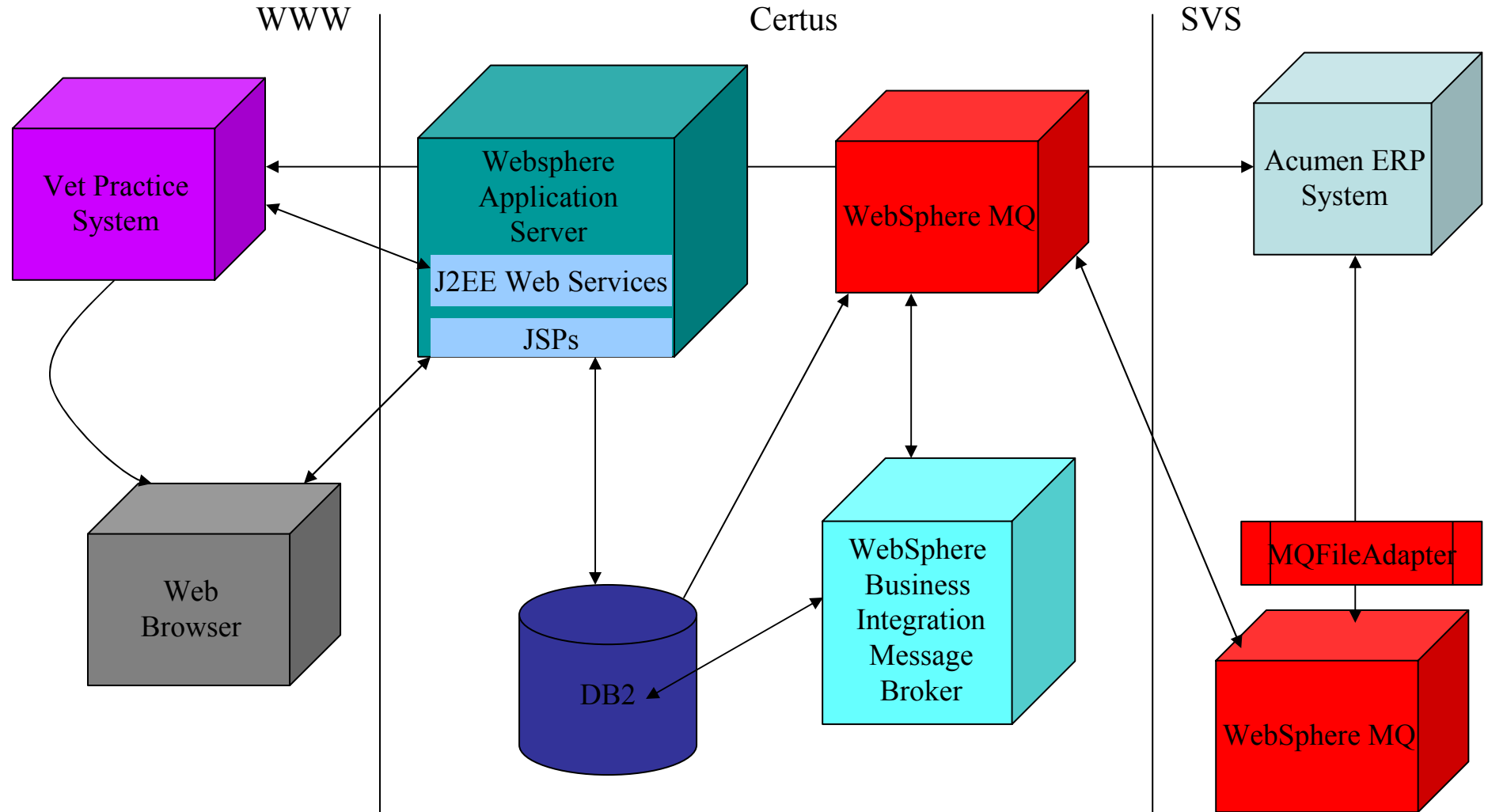
- IBM Premier Business Partner
- Designed, implemented and host a solution for TNT Logistics ASIA
  - Concentrate all B2B links via one central manageable point
- Experienced team of certified consultants



# Why Certus - 2

- Significant experience in
  - Integrating disparate applications and platforms
  - Migrating data between vendors
  - Building Data Warehouses
- Offices in Christchurch, Wellington and Auckland

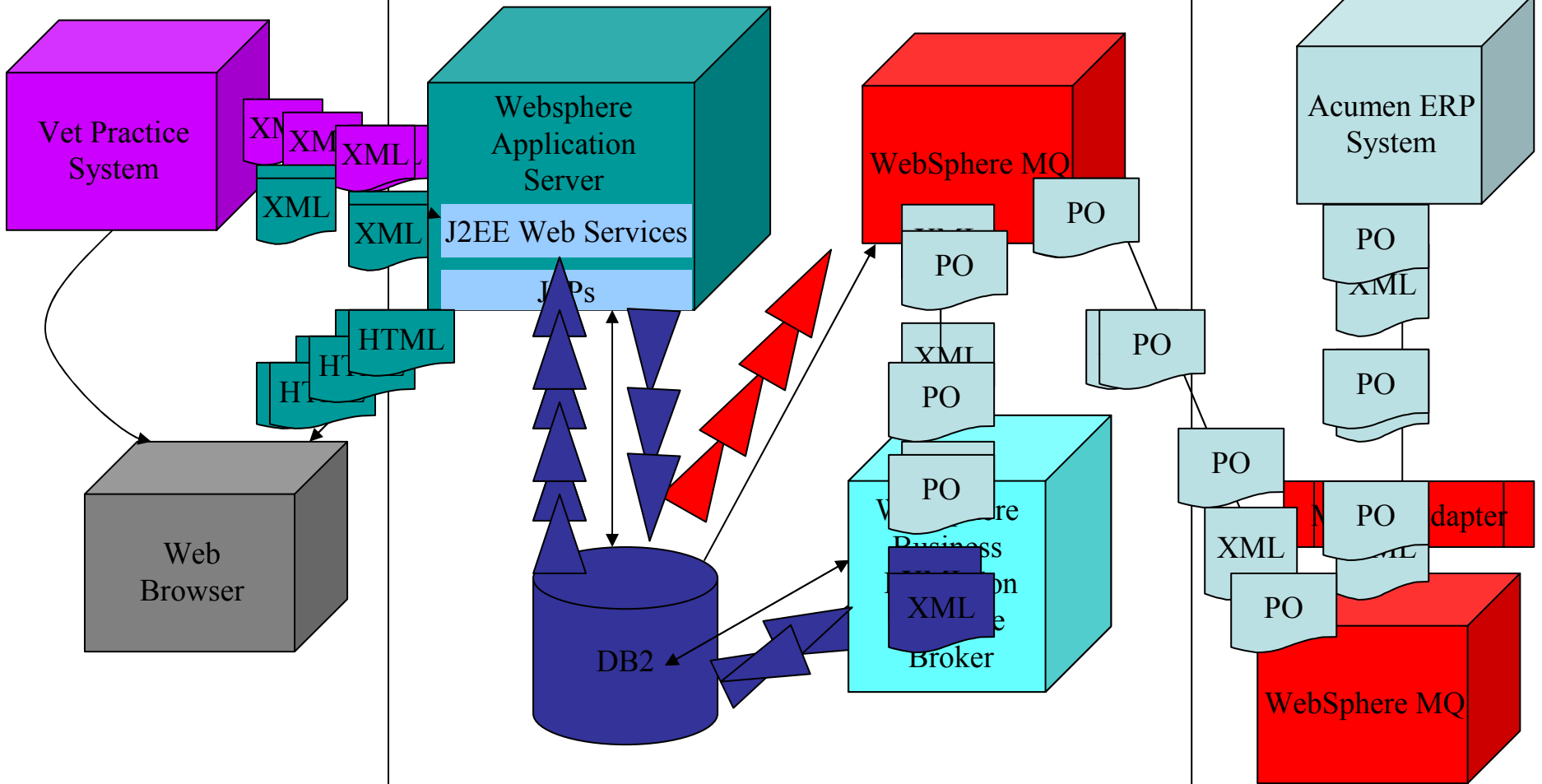




WWW

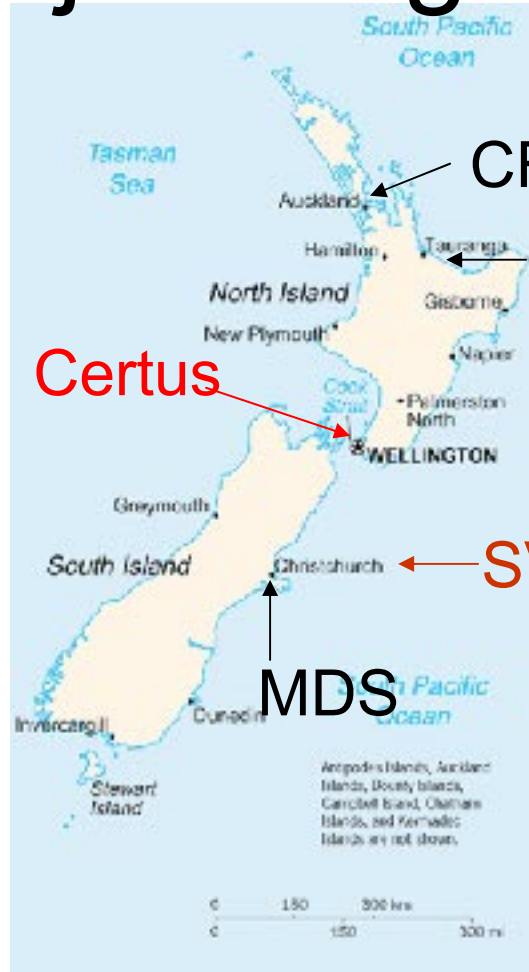
Certus

SVS



# Project Logistics

← RxWorks



CFL

Vision Software

Certus

SVS

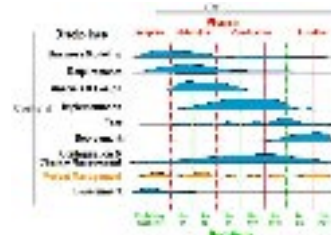
MDS



# The Project - 1

**Rational.** software

- Methodology
- Deliverables
- Manage Requirements





# Metrics - 1

- Go live: 01/10/2005
- Orders to date: almost 2500
  - Approx 50 per week
  - 10 mins per call
  - Savings of 8 hours per week for SVS call centre



## Metrics - 2

- ‘New’ VetLink installed in 50 practices
  - 100 more to go
  - 25 use interface to SVS on an ongoing basis
- Animal Health Wholesale Industry:
  - >\$100m per annum
  - Total order \$\$\$ to date: approx \$1.2m



# Metrics - 3

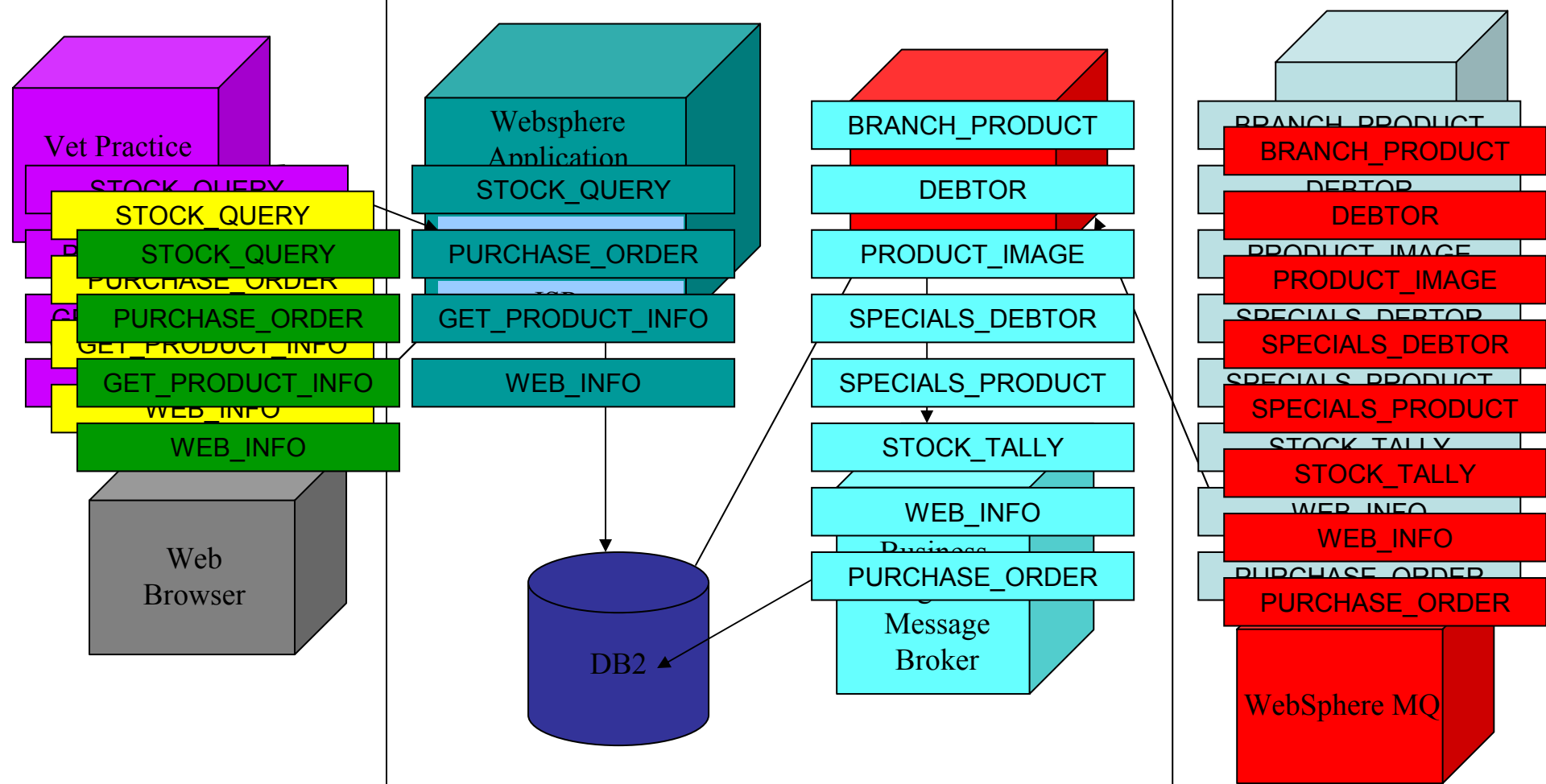
- How much? ~\$300K
  - Cost of Vetlink - 87% (The development of Vetchannel from an idea to a working solution)
  - Cost of RxWorks - 9% (Interface specific development)
  - Cost of Vet manager - 4% (Interface specific development)
- ROI? < 3 years. 33% per year
- Anticipate 60%+ of business will eventually be done through Vetchannel



WWW

Certus

SVS



# Industry Recognition



Finalist  
Computerworld  
Excellence  
Awards

2006

Excellence in the Use of IT  
for Customer Service

# Futures

- Web ordering interface
- Mobile solutions
- Using Vetchannel as a portal for other suppliers

# Lessons Learned

- Methodology key to project success
  - Resistance from other vendors due to added cost of documenting system. Client happy to pay!
  - Reduced risk due to level of documentation assuring systems integration
- Collaboration

