

One of the World's largest Ecommerce Sites, LuckyVitamin.com, live on Omnica MCR

LuckyVitamin.com, one of the world's fastest growing e-commerce businesses, and already amongst the top 500 shopping sites in the world, has successfully gone live on Omnica MCR.



Norristown, PA based LuckyVitamin.com was established in 2004 as an online pioneer for health and wellness products. LuckyVitamin.com stocks over 30,000 products from over 1,250 brands in its

own warehouses, and processes thousands of customer orders each day. A customer service centre deals with enquiries by email, live chat and phone, and is equipped to answer almost any customer question instantly.

Selection Process: LuckyVitamin.com set out to review existing computer systems in Spring 2009. The goal was simple – to commission one single, fully integrated business system to cope with its business from end-to-end. This includes buying and merchandising, where LuckyVitamin.com prides itself on exceptional industry knowledge and a broad product range, through order processing, customer service and fulfillment, where the customer comes first in every step of the process, to the website itself, which is the public face of the company for a larger majority of customer interactions.

Sam Wolf, President & Founder, commented “Competition in our industry is intense, and systems are a key tool in ensuring we give best possible value to customers. We work tirelessly to avoid inefficiency so we can’t afford to compromise. When it came to choosing a replacement for our legacy systems, we needed a single fully integrated solution to underpin our existing success and help us achieve the further growth we have planned.”

After an extensive review of alternative providers, LuckyVitamin.com chose a solution from UK company Omnica, based on industry-standard ERP system Microsoft Dynamics AX, and involving Omnica’s suite for multi-channel retail, specifically Omnica’s Webstore, Customer Sales & Service, and Back-Office modules. **..continued**

Sam Wolf again: "Over and above all the other alternatives, Omnica demonstrated a strong understanding of our desires and the solution fulfilled our extensive list of requirements. And due to Omnica and Microsoft's partnering strategy, there are a wide range of options available to us for support in the long run should we ever need them. That means we can be sure this system will be with us well into the future."

The New Website: The Omnica MCR based LuckyVitamin.com website displays some leading edge e-commerce facilities. For example, sophisticated merchandising and directed product search facilities are provided which optimize both customer experience and cart-adds. These include multi-faceted filtering and search refinement, flexible ranking options and weighted search results. Personalized product recommendations are provided,



and customers can add products to cart or wish list, to a regimen of products they order from frequently, or to a list of products which are shipped at intervals and automatically charged to their chosen payment card. If a product is ever out of stock, customers can even choose to be notified when it comes in.

LuckyVitamin.com provides a great deal of information on its massive range of products to assist customers with their purchases, and this is evident throughout the site, with rich content available not just on products, but also on manufacturers, ailments, ingredients and categories. Images allow zoom, pan, magnify and video is available on some items.

The site has comprehensive "My Account" facilities where customers can track their orders, re-order from their history, manage their reward points, passwords, newsletter subscriptions, wish lists and regimen.. The site integrates with live chat for customer service, includes an extensive knowledge base on wellness topics, a blog, and allows customers to rate and review products purchased.



Back-Office Operations: In the back-office, pro-active customer communications are maintained using automated emails from Omnica MCR. Merchandisers have an efficient single-point-of-maintenance for all product related data and content. This includes plain text, html, images, pricing data, promotional rules, reward point values, and SEO information. Purchasing is automated by the system from a large number of suppliers, all with particular pricing, discounting and delivery rules. The system processes payments using cards, PayPal, gift certificates, and other methods. Shipping is carried out using UPS in North America, and via a third party service for other international locations. The majority of orders are fulfilled next day. **..continued**



Omnica MCR deals with back-order processing according to LuckyVitamin.com's specific rules, which are designed to minimize expensive part shipments whilst ensuring a high degree of customer service and transparency. Returns and refunds are controlled efficiently, and customer service staff, using the phone, website, email or chat facilities, have all the details they need on customers instantly to hand.

Go-Live: The new system went live in January 2010, just 20 weeks after contracts were signed. Prior to go-live, the website was performance benchmarked by Gomez Reality load testing, with simulated load of thousands of concurrent users. Legacy data was successfully migrated and live use commenced shortly thereafter. A smooth transition ensured LuckyVitamin.com minimal business interruption.

Harry Manley, Managing Director at Omnica, said "In terms of traffic ranking, LuckyVitamin.com is well within the top 500 shopping sites in the world. The flexibility and scalability of our platform meant we were able to deliver the required solution in challenging timeframes and as the site shows, the outcome is highly effective."

Sam Wolf of LuckyVitamin.com concluded "The Omnica solution has delivered what we expected it would. We now have a great platform for the future and we are looking forward to working with Omnica on new initiatives to further improve our customer offerings and grow our business".

Microsoft Dynamics AX is Microsoft's flagship business software solution, aimed at mid-market companies. It provides strong functionality for supply chain, financial accounting and CRM, has over ten thousand references sites, and is supported by business partners all over the world.

Omnica was founded in March 2007 to develop a new software solution for direct marketing and multi-channel retail companies. The company employs a team of experts recruited from MCR software specialists, and Dynamics AX solution providers. Omnica has rapidly established a strong user base both in the UK and internationally. The company uses a growing international partner network to compliment its own implementation and support services, but is continually expanding its reach via partnerships in new countries.

LuckyVitamin.com is a leading worldwide online retailer and direct marketer of health and wellness products, including nutritional supplements, vitamins, minerals, herbs, natural body and personal care, eco friendly products, sports nutrition, pet supplements, amino acids, diet products, green living and health food products. As one of the Internet's pioneers for online distribution of health and wellness LuckyVitamin.com is consumer's top choice for over 30,000 health and wellness products available from 1000+ national name brands. LuckyVitamin's dedication to superior customer service, competitive pricing and a sensationally diverse selection has allowed the company to expand online offerings to include the widest variety of shopping for health, wellness and natural goodness. For more information please visit <http://www.luckyvitamin.com>.