



# Maddies Natural Pet Products Unleashes New Revenues

with help from Sage eCommerce



## Customer

**Maddies Natural Pet  
Products Ltd**

## Industry

**Wholesale distribution**

## Location

**Delta, British Columbia**

## System

**Sage eCommerce  
Sage 300**

Maddies Natural Pet Products Ltd was born of the desire of its founder to source nutritional, natural pet foods along with unique and innovative pet specialty products. More than two decades later, Maddies Natural Pet Products is a leading pet product distributor, serving independent retailers throughout Western Canada. The company has always placed a priority on providing its customers with quick, value-added services, and recently launched Sage eCommerce to better deliver on the goal of keeping satisfied customers coming back for more.

## Seamless ERP integration

“We’ve been using Sage 300 as our ERP (Enterprise Resource Planning) application since 2005, and while we’ve always had a website, we didn’t have eCommerce capabilities,” explains David Prevost, president of Maddies Natural Pet Products. “We recognized we were missing out the opportunity to provide our customers with an easy, efficient way to interact with our company 24/7. Our competitors were offering eCommerce, so we knew we wanted to add that service as well.”

The company’s Sage business partner recommended Maddies Natural Pet Products consider Sage eCommerce, the Sage Certified eCommerce solution that integrates seamlessly with Sage 300. “It was a pretty easy decision,” recalls Prevost. “We didn’t want to consider custom integrations; we wanted something ready to go and that would integrate with our accounting software. Sage eCommerce is ideal for that.”

## One stop shop

Previously, the company had a second, separate website to provide customers with detailed product information that didn’t have a place on its main site. “Our main site is designed to serve as a marketing tool for our customers; they share it with their retail customers, so we didn’t want to clutter it,” says Prevost. “But having the two sites was confusing and cumbersome. We need to provide that additional data to our customers, so we wanted a way to integrate it all into a single, cohesive website.”

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David Prevost, President, Maddies Natural Pet Products Ltd

Sage eCommerce provides the single, one-stop shop the company wanted. In addition to high-level, consumer-facing product data, the customer portal provides wholesale customers with in-depth product data such as suggested retail pricing, quantity discounts, and ingredient lists. They can also place new orders, find the status of existing orders, track shipment, check available quantities, and more. “There’s even an auto order option, that generates a list of products that the customer has ordered the most frequently,” explains Prevost. “It makes it fast and easy for customers who purchase the same products frequently to quickly repeat the same order.”

## Always up to date

The continuous, bi-directional synchronization of data between Sage eCommerce and Sage 300 keeps all product, customer, and order related data current. Changes made to item pricing in Sage 300, for example, instantly flow to the webstore, and as orders are completed in Sage eCommerce, they immediately flow into the accounting software for processing.

## Rich functionality

When Maddies Natural Pet Products’ sales representatives pay visits to their customers’ retail stores, they will bring along a tablet PC to enable them to share product data from the eCommerce site, and to place orders while on site. “Sage eCommerce has a feature that allows our reps to enter orders on behalf of the customer,” explains Prevost. “It works great. We don’t have to give our reps access to the accounting software since it all occurs in Sage eCommerce.”

Prevost notes the Favourites function in Sage eCommerce is a favourite among customers. While shopping the webstore,

customers can tag a category or product page to remind them of products they want to revisit. At any time, they can navigate to their favourites list which provides with links directly back to those products, pricing information, and action buttons like Add to Cart or Send to a Friend.

## Growing the business without additional staff

Sage eCommerce is proving a success by any metric. “Revenues are up, we are seeing more lines per order, and a higher average order value. We’re getting about 1,000 logins every week — and 48 percent of our orders and 52 percent of our order lines come through Sage eCommerce. Plus, our customers tell us they love it. It’s a win all around,” says Prevost.

Automating such a substantial portion of its order taking tasks has allowed Maddies Natural Pet Products to grow its business without adding additional personnel. “We haven’t added to our team despite experiencing substantial growth,” says Prevost. “And our customer service team is able spend more than half of their time upselling, not just reselling.”

## A competitive advantage

With Sage eCommerce, Maddies Natural Pet Products has a modern, user-friendly webstore that promotes the company and its products full time, saves labour, and promotes additional revenues. “We think Sage eCommerce helps distinguish us from our competitors by offering our customers a personalized experience, and providing them with everything they need to do business with us in one friendly place,” concludes Prevost.

For more information visit

[get.sage.com/e-commerce](http://get.sage.com/e-commerce)