PEPPERI

V. Suárez Pioneers B2B eCommerce for FMCG in Puerto Rico

Founded in 1943, V. Suárez Group is one of Puerto Rico's major corporations and largest distributors, with a diversified product portfolio in food, beverage, household goods, personal care and pet categories. V. Suárez is a 4th generation family-owned business and serves national, international and proprietary brands across Puerto Rico to over 5,000 customers.

Realizing that their sales reps alone could not be the driving force behind company growth, V. Suárez looked for ways to add new customer touch points. With Pepperi's B2B eCommerce platform, they were able to transform their sales reps into trusted experts, by allowing them to focus more on brand, program and customer relations while simultaneously empowering customers to place orders at any time and from any mobile device.

EMPLOYEES
550

BUYERS
5000

SKUs (including 2000+ Wine SKUs)
4500+

85 **INDEPENDENT DELIVERY TRUCKS**

220
SALES REPS

ERP
SAP ECC

> In the Restaurants Channel, already **15%** of revenue is coming through e-commerce. For customers who have gone to the hybrid model, we've seen a growth of **11%** in sales thanks to quicker replenishments and new distributions.

Raúl Marcial
Vice President of Sales

WATCH THE VIDEO

www.pepperi.com

Requirements

1 Add a self-service ordering touch point for buyers

2 Showcase product catalog to potential customers without login

3 Support various cart promotions

4 Have the same products available in different units of measure

5 Allow one designated buyer to purchase for all their stores

6 Reduce credit risk on order submission

7 See real time inventory

8 Enable buyers to access aging reports & pay multiple invoices

Solutions

B2B eCommerce White label app

Open Catalog

Assortment pricing. Supermarket variety discounts

Flexible UoM for products

Multi-store buyer

Credit limit display and blocking orders

Inventory availability

Self-service aging reports with payment options

B2B Storefront

V. Suárez integrated their cloud SAP ECC ERP with the Pepperi B2B Commerce Platform, exchanging complex pricing/promotions and inventory availability in real time, around the clock.

To give their buyers the freedom to order from anywhere and on any device, V. Suárez chose Pepperi's white-label mobile app and branded homepage — with a dedicated branded login page and URL: 'ordena.vsuarez.com'. This URL is also used to redirect Buyers to the branded login page.

Web-Based Branded Homepage for Buyers
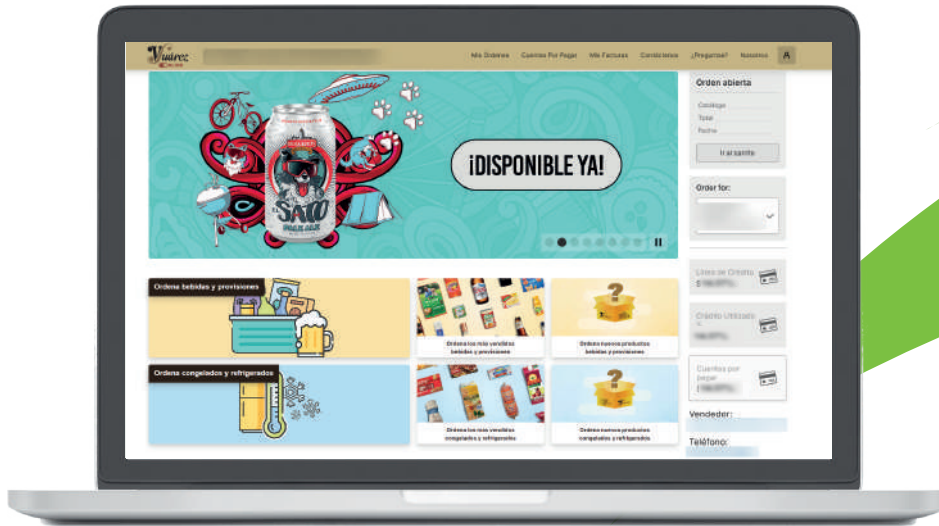
> There is a quiet sense of pride and confidence when you go to the App Store and next to all big players, there's the V. Suárez app, providing a best of breed tool to our customers over competition. My personal opinion is that for the cell phones, the app experience is a thousand times better than trying to fit a web responsive solution into the mobile device.
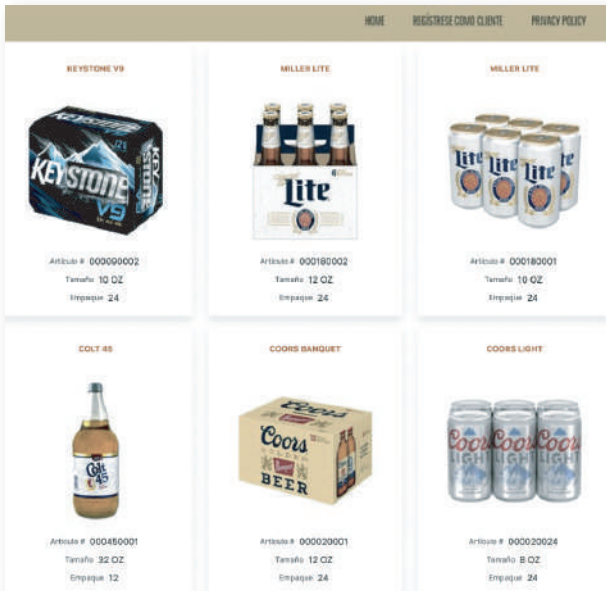
Felix García
Vice President of IT

Dedicated Branded Domain & Login Page
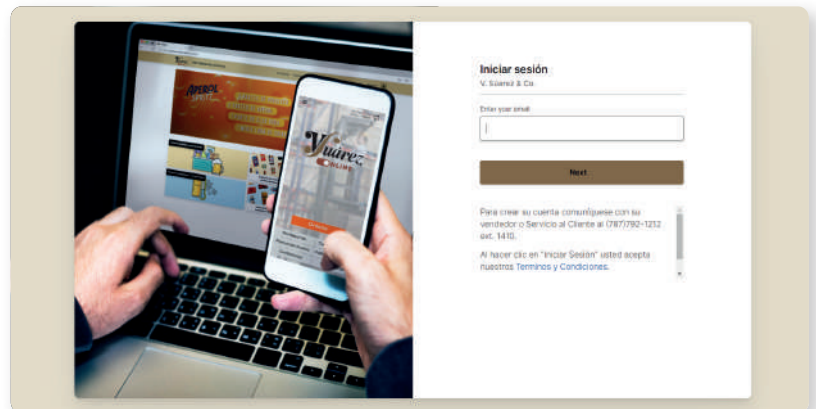
White-Label, Native Mobile App

Open Catalog

Displaying a B2B catalog to potential customers without requiring them to create an account is a highly effective B2C strategy, and a powerful lead generation tactic that can help B2B suppliers gain a competitive advantage over marketplaces, expand their reach, and improve their sales. V. Suárez was able to discontinue their printed catalog with over 4500 SKUs since the open catalog exposed their products to the market and land new merchants.

Potential customers are able to see product images, a brief description, and the unit of measure. The Open Catalog has smart search and filtering, and uses **Pepperi's WordPress API plugin.**

Assortment Pricing

V. Suárez offers discounts on assorted items from a similar group. These items (for example different flavored juices) are similar in form but differ in one or two parameters (i.e. size and taste).

To allow V. Suárez to group similar items for quantity price break, they sought to implement assortment pricing rules with Pepperi.

With assortment pricing by order quantity, their customers receive a new assortment price if the order meets the minimum specified criteria.
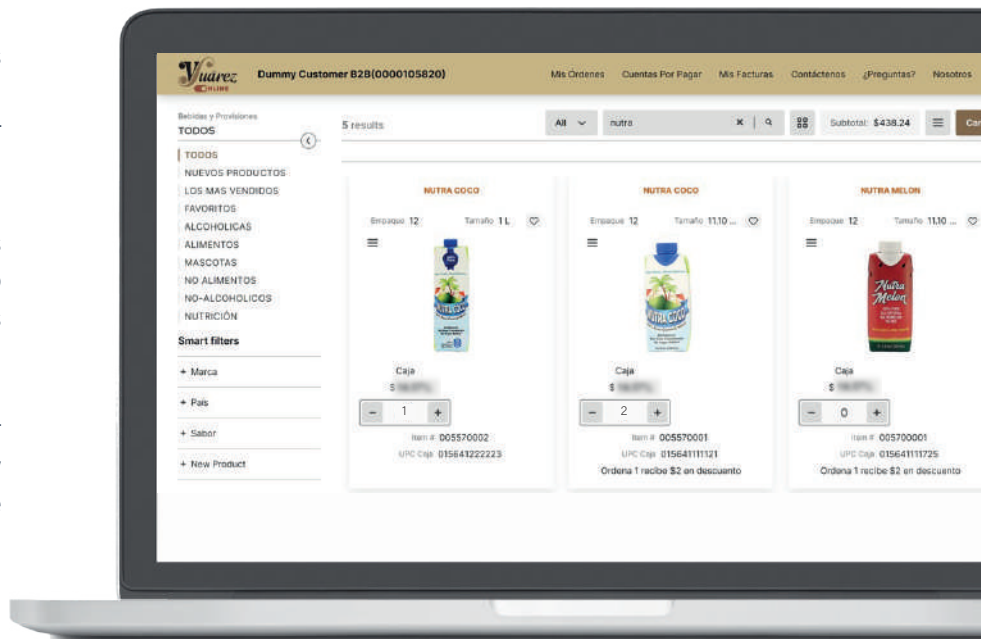
Supermarket Variety Discounts

Apart from the classic BOGO (Buy One Get One) or Mix & Match promotions, it was critical for V. Suárez to support supermarket-like variety discounts and to apply additional logic to "mixed promotions".

For example, the buyer receives an incentive if they choose 3 beers out of 10, on condition that each case is from a different brand. Another example is illustrated below and suggests: "Buy 5 from the entire range to qualify for a free case." The promotional message is updated dynamically for all relevant items (already ordered 1 and need 4 more to get one free).
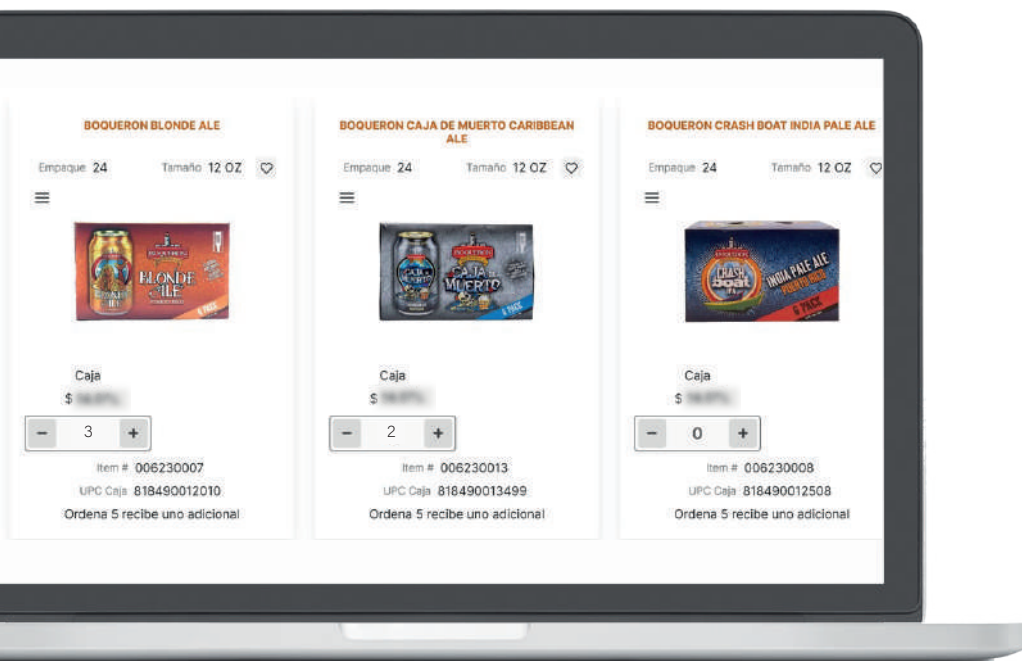
> The administration of variety discounts is a complex functionality. It is so gratifying to observe how the system manages the variety of approved discounts and presents them to the buyers in a user friendly format.

Beatriz Fernández
Vice President of Internal Audit

| Imagen	Código	Descripción	Tamaño	Tipo	Cantida...	Precio
	006230013	BOQUERON CAJA D...	12 OZ	Caja	2	$
	006230014	BOQUERON LAGER	12 OZ	Caja	1	$ 0.00
	006230007	BOQUERON BLONDE...	12 OZ	Caja	3	$

Units of Measure (UOM)

Most of V. Suárez's provisions and chilled products are sold by the case, whereas wines and spirits are sold by the unit. Merchants may purchase a case or three bottles. For example, the case has a discount of $2. However, it also needed to reflect the discount if you purchased 12 bottles. For V. Suárez, it was crucial that Pepperi replicate the same logic and support pricing, discounts, and surcharges at the UOM level.
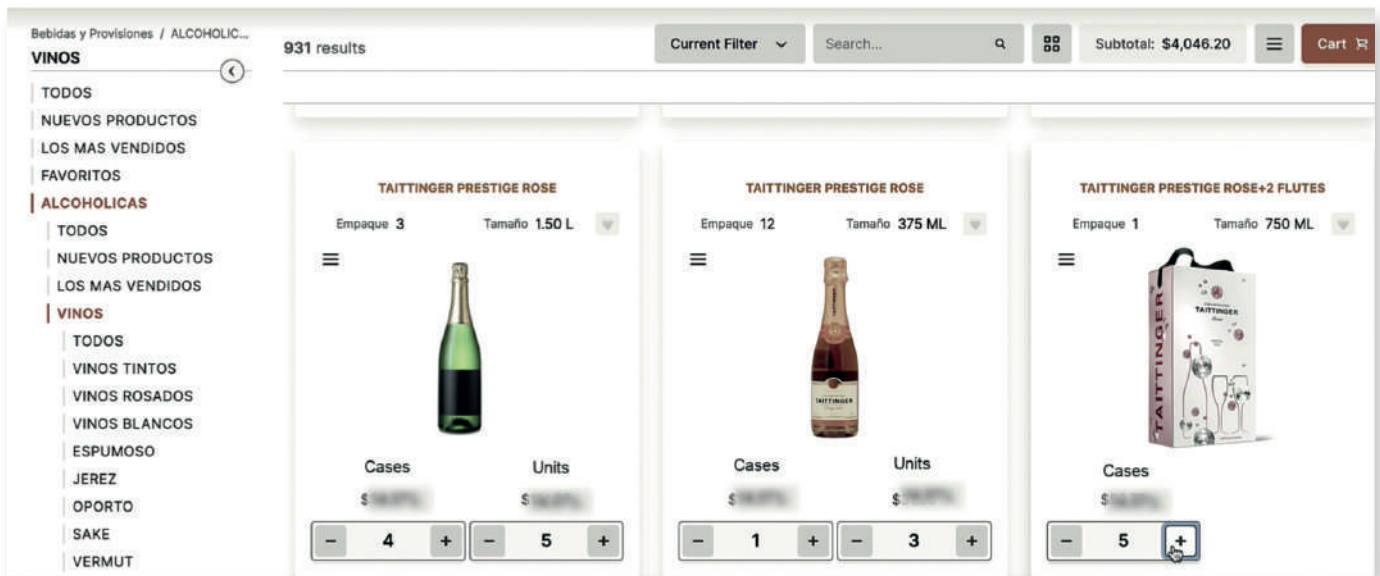
Multi-Store Buyer

With Pepperi, V. Suárez could easily add multiple accounts under a designated buyer and enable that person to switch between any account on the list with one single login, and purchase for all its stores. Depending on the size of a store or its requirements, the homepage is updated accordingly. Different stores under the same account might have different product catalogs, pricing, promotions, etc.
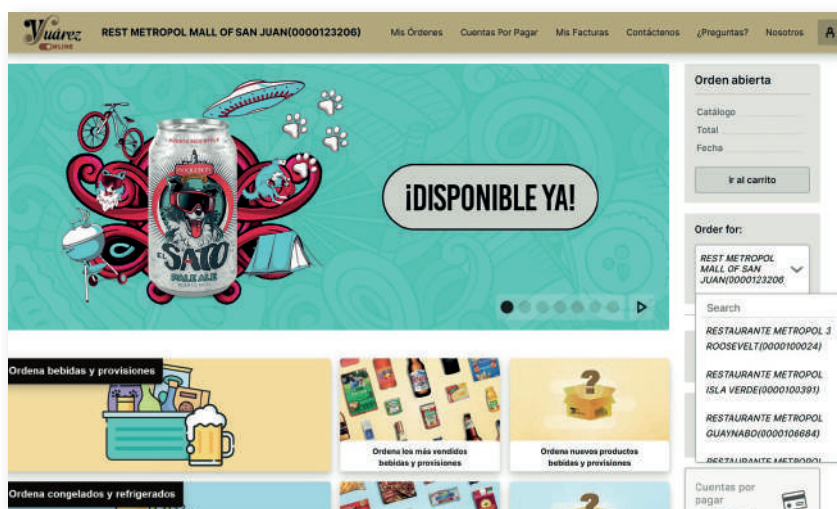
Credit Limit

Different buyers might have different credit terms. When a customer places an order that exceeds the credit limit set in the ERP, Pepperi blocks the order. This way, V. Suárez can reduce exposure to credit risk and payment defaults.
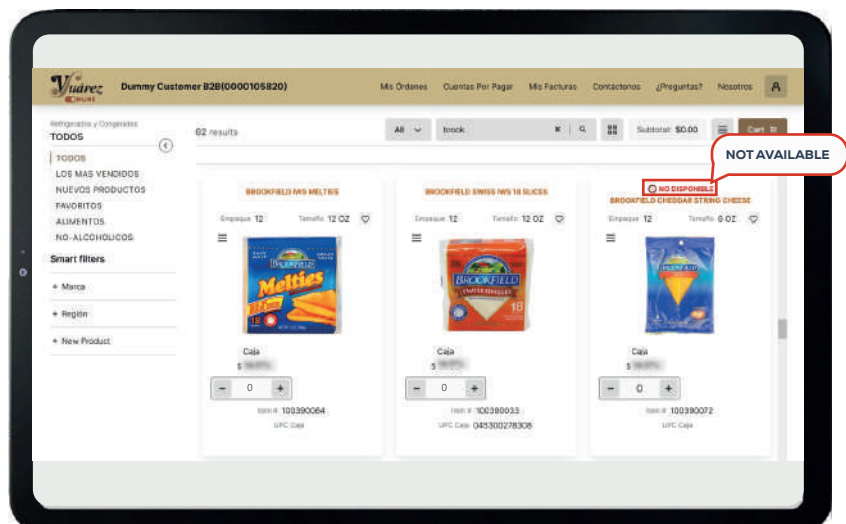

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> A credit limit notification is a big deal for us! Payment is a crucial step in the selling process but of course no sales representative enjoys saying "You owe me money." The customer doesn't get mad with the system when he or she is overdue. The dashboard is user friendly, factual and unemotional.
>
> **Raúl Marcial**
> **Vice President of Sales**

Inventory Availability

For V. Suárez, having real-time inventory before the order submission was critical. If the quantities ordered do not match quantities available, the buyer receives an "inventory unavailable" message with a call-to-action to proceed with available quantities or return to the cart.

Instant Multiple Invoice Payment from Aging Report

V. Suárez was looking to grant its buyers access to aging reports through a self-service portal. It was critical not just to display all unpaid invoices, the actual amount owed and the duration, but also to encourage buyers to pay from the aging report.

With Pepperi, buyers can choose which invoices to pay, when to pay them and how much to pay.

Allowing for partial payments across multiple invoices and being able to pay them at once right from the aging report has never been so easy!

V. Suárez has reported a significant reduction in unpaid invoices and late payments.

> We have a mandate internally to be the leaders in digital transformation, and this is a big stepping stone for us, especially on the commercial side by being the first to fully embrace B2B e-Commerce. Honestly, we are proud that we have built an innovative omnichannel solution for our customers.

Felix García
Vice President of IT

www.pepperi.com