



Case Study

ePlantSource

LATITUDE 40
CONSULTING

ePlantSource is an online broker of live goods to professional greenhouse growers in North America. Born from a commitment to taking the industry to new standards, the company focuses on systems innovations that save time, centralize processes, and organize information.

In order to provide the latest in streamlined solutions for its customers, ePlantSource approached Latitude 40 with this challenge - provide a self-serve, price efficient system to place, track and edit orders. Latitude 40's storefront solution streamlines the supply chain, provides up to the moment availability, and furnishes instant order updates and shipment notifications.

Ordering and real-time availability

Some of the biggest challenges in the industry are how to determine who will have availability of what is needed week by week throughout the season; then placing and maintaining individual orders with each supplier. It can be a tedious and time-consuming activity that has been relegated source brokerages and is, in fact, the main reason that the entire greenhouse industry is one of the few remaining still employing a brokerage system.

Latitude 40 helped ePlantSource change that paradigm. With the ePlantSource platform, customers have direct and instant visibility of the latest supplier availability directly through their order entry experience in one view which

spans many different suppliers, products, product forms and weeks. Within that same view, the customer sees prices for individual item and selects the desired items and quantities to place into their unique shopping cart all at once.

The team at Latitude 40 created a web interface that allows available products to be quickly retrieved from the database and presented to each customer is just a few seconds. This significantly reduces the time needed to complete each order and promotes a positive user experience. Happy customers mean additional sales for ePlantSource.

The order summary page enables multiple payment methods for the entire order or each shipment. As well customers can choose their ship-to location per week and per

Solution Highlights

- Proprietary eCommerce site
- Complete self-service system to place, track and edit orders
- Streamlines supply chain
- Up to the minute order updates and shipment notifications

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supplier and other logistics selections. Finally, customers are able to better plan and budget their shipments with clearly labeled freight charges and service fees

Order details may be changed at any time before clearly defined cut-off periods when suppliers begin to process and ship orders. At that point, the website will automatically prevent any changes.

Credit card management

Direct integration with Authorize.net allows us to securely store all credit card information offsite in the Authorize.net vault in a way that is fully compliant with the Payment Card Industry Data Security Standard (PCI DSS). Credit cards are charged through additional Authorize.net API automatically at the appropriate time.

Online product catalog

Customers can browse the product catalog to see pictures and get all kinds of other information about each product offered by every supplier. This kind of detailed catalog providing information from so many different sources is a rarity in the industry.

Instant notifications

Customer e-mail notifications occur instantly when an order is placed, changed or shipped, when a supplier has any communications they are sending out, etc. This automatic communication mechanism is very important for any internet based business because it provides timely communications to your customers without the need for extensive personnel.

“The singular characteristic that sets Latitude 40 apart from other consulting firms is trust. Their consultants are the very best at listening and asking good questions to get the proper level of understanding. This builds confidence. Their project estimates are accurate and they deliver a quality result that meets the agreed schedule. I am so used to hearing any number of excuses from consultants about why something is not done or cannot be done correctly. I NEVER hear excuses from Latitude 40 consultants. Latitude 40 is my number one go-to firm for software development projects.”

Scott Hanks - Vice President / COO
ePlantSource