



www.lensonline.be

“LensOnline is actually a software company with a great marketing machine, specialising in lenses. The more we can automate and simplify, the better. Partly thanks to SAP Business One and the solid partnership with Vigor, we have become the market leader.”

Koen Anné, CEO, LensOnline



LensOnline focuses on growth with SAP Business One

With 400,000 orders per year, LensOnline is one of the largest suppliers of contact lenses in Europe. In various European countries, the company sells contact lenses to consumers through opticians and highly successful webshops. Thanks in part to SAP Business One, the company continues to grow.

OBJECTIVES

- LensOnline almost came to a standstill because the existing ERP was not stable enough and was barely integrated with the company's other systems.
- Collaboration with suppliers and opticians had to be simplified and made more flexible.
- LensOnline was looking for an extremely stable, reliable solution that was also easy to customise per country and could support further international growth

WHY SAP AND VIGOR

- LensOnline wanted to make a big growth spurt and therefore needed a scalable, international solution and a partner that could attract this growth.
- Vigor had the commitment, know-how, drive and decisiveness that LensOnline was looking for.
- Vigor also had a webshop that could easily be integrated with SAP Business One and knew how to easily integrate the remaining webshops that were being taken over.

BENEFITS

- LensOnline's efficiency has been greatly increased on all levels.
- Integration with suppliers, smart automation and robotisation have saved a lot of time.
- Streamlined processes, for example because opticians place orders themselves quickly and easily.
- Control over marketing costs; LensOnline knows exactly how and how much to invest to be successful.
- Streamlined online customer experience without long waiting times by choosing SAP HANA.

400%
revenue growth after
LensOnline started
working with SAP
Business One

10,000,000
different SKUs in
catalogue