



INNOVO is an innovative online B2B commerce platform that enables businesses to cooperate to create and share savings - and make a difference. Buyers make it much easier for Suppliers to sell to them. This means that Suppliers can actually increase profitability while still providing even more competitive pricing and donating to their favourite charity.

The key disruptive factor in INNOVO is its collaboration approach based on the proprietary "INNBATE" scheme. This enables members to keep and share additional savings from acquire new customers, reduce sales & marketing costs, and monetize wasted spare capacity, all the while giving back to good causes. INNOVO is completely free to the Buyer or Supplier. With the company now valued at over \$750m, it's an approach that's paying dividends for both INNOVO and its members.

The business challenge:

As a relative newcomer to the online space, INNOVO needed a technology platform that was tried and tested and able to cope with INNOVO's unique needs. While a prototype site had been created internally, developing this into a viable commercial proposition, with all the security, complex reporting and financial processing required was proving quite a challenge.

A key functionality requirement of the site was to track and calculate the multi-layer share of savings payments to members. With a fast growing membership, the possible permutations of the INNBATE scheme requires calculating power far beyond the capability of most off-the-shelf web platforms.

Overcoming the challenge:

Following a successful competitive pitch, in which we demonstrated our in-depth knowledge of the Outsystems platform and its capabilities, ISB Smart Solutions created the 1st fully functioning live version of the site in just 7 weeks.

"Working closely with INNOVO's management team, we've developed a website which enables INNOVO to open its portal to an unlimited number of potential players while maintaining security of information, speed of reporting and accuracy of financial calculations. Perhaps most importantly for a business expecting to undergo substantial growth, we've built a platform that will adapt to the future needs of INNOVO and its members, whatever those needs might be."

Mark M West, Chief Marketing and Development Officer

Outcomes

Innovo are already seeing the impacts of the developing in Outsystems:

- Buyer companies registered on INNOVO have already attracted suppliers with a total revenue of over \$35 Bn to contract an average total share of savings (INNDATEs) of more than 15%.
- New member registrations are increasing at a rate of 20% per month.
- The B2B platform has seen a traffic increase of 40% over the last 3 months.



To find out more how ISB Smart Solutions can help you improve and monetise your online presence, contact info@isb-global.com or call **0208 232 8884**.

ISB SMART SOLUTIONS

INNOVO

ISB Smart Solutions Ltd

7 Canute House | Durham Wharf Drive | Brentford |
Middlesex | London TW8 8HP

Tel: +44 (0) 20 8232 8884

Email: info@isb-global.com

www.isb-smartsolutions.com