



# Case Study



**BRITISH SUGAR**

**British Sugar wanted to create 'Bsonline', a web portal for all of their key stakeholders, including their major suppliers**

## The Brief

British Sugar wanted to create 'Bsonline' - a web portal for all of their key stakeholders, including their major suppliers. The new portal had to be able to provide relevant, timely and accurate information on request in a secure 24/7 environment. In addition to this, customers and suppliers had need to be able to access their individual accounts online.



## The Solution

Using Silverbear's portal and integration solution, Silverbear were able to offer British Sugar a solution which would deliver against their key selection criteria. These criteria included the need for:

- Easy integration of data from a variety of sources and formats
- Search facilities spanning the entire portal
- A self-service user friendly interface

## The Results

As a result of implementing the Silverbear solution British Sugar were able to:

- Achieve very significant improvements in their ability to process, manage and display a whole variety of information.
- Increase the accuracy and effectiveness of both its data and its data sources.
- Improve the information flow to its growers, thereby passing on the ability of key suppliers to implement and buy into efficiency changes.
- Reduce administration costs
- Greatly increase its customer support services, including the ability of customers and suppliers to monitor their current financial position.

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Partner

Silverbear Membership Management Software solution is part of the portfolio of solutions from Silverbear Ltd. Employed within societies and membership organisations throughout the UK, Silverbear Membership Software helps organisations to build, define, examine, inform and communicate with existing and potential members.