



## Improving Operations. Scaling Globally. Unlocking Innovation.

### A JuicePlus and Exigo Case Study

The JuicePlus and Exigo story proves a powerful lesson for direct selling companies: embracing modern technology can overcome legacy technology issues, increase efficiency, and drive growth. By partnering with a trusted provider like Exigo, companies can unlock innovative ideas and future proof themselves against always-evolving technology.

#### **Problem:**

JuicePlus's legacy technology held innovation back, was expensive to run, and fragmented the partner experience.

#### **Solution:**

Exigo delivered stable, scalable technology with comprehensive functionality and fast implementation.

#### **Results:**

JuicePlus saved costs, increased efficiency, and gained single brand partner experience globally.

#### **Cost Savings:**

- Reduced overhead by 50%.
- Moved from fixed cost to variable subscription cost tied to revenue.
- Projected annual savings in the millions.

#### **Efficiency Gains:**

- Global migration and implementation in less than 6 months.
- Real-time data processing instead of manual
- Faster commission calculations and payouts.
- Automated renewals.

# juice plus+®

INDUSTRY  
**Health & Wellness**

LOCATION  
**Collierville, TN**

URL  
**[www.juiceplus.com](http://www.juiceplus.com)**

#### **Overview**

Nutrition from real fruit and vegetables in our convenient capsules, chewables and more. A range of convenient, high-quality and scientifically proven plant-based products.



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## OVERVIEW

JuicePlus, a global direct selling company known for its high-quality products, had an age-old problem: their homegrown technology infrastructure was holding back innovation and global growth. Recognizing the need for change, COO Bill Baker, a fan of innovation and building scalable technology, led a company wide digital transformation. He partnered with Exigo to modernize Juice Plus's systems and future proof the company.

## THE PROBLEM

Juice Plus's legacy system, a complex and inflexible platform built on a PICK database, was a nightmare. *"It was very convoluted,"* Baker said. *"Not scalable. The payment processor was internal. Everything was done in-house: security, encryption, payments, everything."* This old, slow, and inflexible technology meant frequent system crashes, slow processing times, and a fragmented partner experience across different markets.

This reliance on old technology not only held back the company but also cost them a fortune. Maintaining the system required a big IT team with specialist skills, but was prone to crashes and downtime. The partner experience was disjointed, with distributors in different regions using different software versions, causing inconsistencies and training and support issues. *"We couldn't innovate,"* Baker said.

## EXIGO AS THE SOLUTION

To overcome these challenges and achieve greater efficiency and cost savings, JuicePlus needed a robust and scalable solution to support their global business and provide a foundation for future growth. They found it in Exigo:

### Stability and Scalability:

Exigo's secure, cloud-based infrastructure gave JuicePlus the stability and scalability they needed to support their global business and growth.

### Comprehensive Functionality:

Exigo had all the features JuicePlus needed: commission calculation, order processing and a customizable back office for distributors.

### Faster Development:

Exigo's pre-built components and APIs significantly reduced development time and complexity.

## IMPLEMENTATION AND RESULTS

Despite the complexity of a global migration JuicePlus, in partnership with Exigo, achieved a remarkable feat: they completed the rollout to Exigo and Shopify in 7 months compared to 9-12 months for similar migrations and integrations. *"Massive success" Baker said. "I would have still been doing this project; it would have taken over a year."* This fast implementation showed the efficiency and dedication of the JuicePlus and Exigo teams.

The results were immediate and impressive. JuicePlus is saving millions a year. By moving to Exigo JuicePlus reduced their IT staff. From the fixed cost of an in-house platform and team to variable cost with Exigo where fees are tied to revenue, they were able to simplify and reduce overhead. Exigo gave them real-time data process-



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**Bill Baker**  
COO, JuicePlus



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to schedule a demo today.



ing and faster commission calculations, and massive operational efficiency. *“It’s night and day for our leaders” Baker said. “I mean game changing difference for them. And now I’m processing commissions within a couple of hours. It’s in Exigo worldwide before lunchtime”.*

Moreover, Exigo gave them a single partner experience across all 30 markets. This consistency has brought collaboration, simplified training, and a stronger sense of community among distributors.

## FUTURE-FORWARD VISION

JuicePlus is now making improvements on top of Exigo. Baker wants to use AI and machine learning to empower distributors and drive growth. *“I’ve always had a vision that I can take machine learning...and create better dashboards for the newer leaders.”* This forward thinking shows JuicePlus are committed to innovation and have confidence in Exigo to support their ambitions.

## CONCLUSION

JuicePlus’s story shows how a direct selling company can use technology to win. By working with Exigo JuicePlus fixed their legacy issues, improved efficiency, unified their global business and did the foundations for future innovation. Baker is clear: *“Exigo did everything I thought they could do... I don’t see anything they haven’t been able to solve.”* This is a lesson for other direct selling companies looking to adapt and thrive.

## THE EXIGO DIFFERENCE

JuicePlus’s success is not just about moving from one platform to another. It’s about a fundamental shift in how they do business. They moved away from a complex, costly system that hindered their ability to react and grow. They are now positioned to compete, grow, and lead in a constantly changing industry.

Exigo helps you **Run** your business with confidence, **Know** your data deeply and with clarity, and **Grow** teams and marketing quickly and with purpose.

Are you ready to see how Exigo can help you improve operations, scale globally, and unlock innovation for your business? Contact us today.

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**Bill Baker**  
COO, JuicePlus



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