



NeoLife & Exigo

International Growth Case Study

NeoLife, a California-based health and wellness company, has a celebrated journey spanning over six decades in the direct selling industry. Founded in 1958, NeoLife, with its pioneering product line, has expanded globally, touching lives across more than 50 countries. NeoLife takes pride in its ability to adapt, innovate, and respond to evolving customer and distributor needs, fueling the company's ongoing success.

For many years, NeoLife used in-house software built by their regional IT teams. However, as the company grew and diversified, the need for a unified, scalable platform became increasingly clear. Enter Exigo.

THE CHALLENGE

NeoLife as an international company had been operating in siloed markets, each with distinct compensation plans and IT (Information Technology) infrastructures. This structure worked in the past, but as the company aspired for further global expansion, the silos became a significant roadblock. The goal was to transition from these disparate regional structures to a singular, common platform that could accommodate individual customizations while bringing everyone under their larger goal for aligned international growth.

In March 2017, NeoLife began talking to Exigo, marking a pivotal moment in its growth trajectory. Partnering with Exigo facilitated a more seamless global integration. By transitioning to Exigo's platform, NeoLife was able to combine siloed regions into a singular, harmonized unit, allowing the company and its promoters to monitor activity across regions in near real-time.



INDUSTRY
Health & Wellness

LOCATION
Santa Clara, California

URL
<https://www.neolife.com/>

Company Overview

NeoLife is a nutrition company that manufactures and sells superior quality whole food nutrition products, with a mission to make the world a healthier and happier place. NeoLife has been in business for 60 years, since 1958, and operating in over 50 countries around the world.



THE EXIGO SOLUTION

Bill Jarm, Vice President of Operations at NeoLife, highlighted Exigo's adaptability. **"If we were to move onto a platform that we didn't build ourselves, it was critical that we would be able operate on it in a way suitable for each region and then consolidate globally,"** he said. **"The Exigo platform has been flexible enough for us to do that."**

The move to Exigo allowed NeoLife to focus increasingly on globalizing its technology platform. Exigo is trusted to help with the technical execution on customizations and other software objectives. **"There is an expectation for technology today,"** Jarm said. **"And our distributors want to take pride in sharing that technology with their team and their customers. So, there's a need to be able to deliver on that, and Exigo provides the platform for us to do so."**

The journey with Exigo not only represented a technological leap but also facilitated a significant cultural shift. NeoLife successfully navigated the transition from regional silos to a global platform and can now give their teams the tools to thrive and the opportunity to create the best experience. **As Jarm describes it, NeoLife uses "our own in-house team to chart the course. Then we work with Exigo to accelerate that course and assist us in any region or solve any issue that we are looking to address."**

CONTINUING A LEGACY OF SUCCESS

NeoLife's strategic alignment with Exigo was a powerful testament to their forward-thinking vision. As a legacy company, they recognized the need to adapt and evolve in response to changing distributor expectations, market trends, and technological advancements. With Exigo, NeoLife found a partner that echoed their commitment to responsiveness, flexibility, and performance, enabling them to execute growth strategies.

The union of NeoLife and Exigo offers a compelling narrative of transformation, highlighting how a legacy company can step back from the need to build every piece of software themselves to partner with a company that helps them scale, successfully adapt, evolve, and thrive in an increasingly competitive industry and digital world.



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Bill Jarm
Vice President,
International Operations

Contact us at sales@Exigo.com to schedule a demo today.