



Neumi and Exigo

A Platform Migration Success Story

THE BACKGROUND

Three weeks from the launch of their company Ryan Scott, Vice President at Neumi, was in an impossible situation. The commission, back office, and e-commerce platform they chose months earlier had failed them. The features and functionality of the software had been drastically exaggerated. They lost orders and revenue because their payment provider had not been integrated. The cost of the platform was five times what they were quoted. The team at Neumi had paid to have a platform ready to support their company launch, but they did not get what they were promised.

THE NEED TO SWITCH PLATFORMS

"We launched with a very inadequate software platform," Ryan Scott, Vice President at Neumi, said. "**It's a miracle that we didn't crash and burn with our first platform.** All it could do was take orders, and that's it, take orders, take payment. It was bait and switch. It had no functionality."

"We were going to crash and burn if we didn't get a better back-office software provider," Scott said. He reached out to a connection he'd made at a local network marketing event. The founder of another successful network marketing company told him to use DirectScale which has features incorporated into the Exigo platform. "He told me **their distributors love their platform and the software team loves them too because they never really have to worry about the platform** or work on issues very often."

CHOOSING EXIGO

Scott was highly motivated to get off their old platform. "**This was an emergency. We needed to get launched as soon as possible,**" he said. "**We were onboarded and up and running in four weeks.** And that was migrating data, compensation plan, everything, off another platform. It was just incredible. **That saved our company.**"

neumi

INDUSTRY
Health, Wellness & Fitness

LOCATION
Salt Lake City, Utah

URL
<https://neumi.com>

Company Overview

All the nutrients your body craves, nano-sized (made super small) for maximum absorption. Simplify your health and beauty routine with NutriWish and Neumi Skin. Immune Support. Faster Recovery. Increased Energy.

The Exigo logo consists of a stylized 'X' or atom-like symbol to the left of the word 'exigo' in a lowercase, sans-serif font.

NEW WORLD OF SUCCESS

Today, Neumi uses Exigo as its full-stack network marketing platform. Scott said everything is simple, and every aspect of the business goes through Exigo. The Neumi team uses Exigo in a variety of business-centric ways:

- "Monitor commissions as they were going out, commit them, and then look at them and make sure everything looked good."
- "Easily create, manage, edit SKUs."
- "I look at dashboards once a day. I can see what areas to focus on and why."
- "If we have any issues, I can reach out to Support, and they can fix 95% of our issues just like that."
- Create, edit, segment, and publish Marketing and Field enablement documents

SOLUTIONS FOR THE ENTIRE COMPANY

From sales and marketing to operations and customer service, each team knows the platform front and back because it's easy to learn, navigate, and get things done.

Not only was the price point affordable, accessible to multiple teams and users, and the features robust, but **Neumi needed a platform that didn't require a team of developers to support. Even non-technical teams and users needed a tool to customize and update themselves without hiring more technical resources.**

Neumi did not have a fully stacked IT (Information Technology) team, so ease of use and customization on budget was important. "The personalization options help us decide quickly ... It's just so easy to manage and build the best experience for our distributors and customers," Scott said. **"You saved us money because we didn't have to hire an in-house tech team to do basic customizations in the software,"** Scott said.

LOOKING TO THE FUTURE

Neumi launched in 2021 with a featureless and customization-averse platform. With Exigo, they were up and running with everything they needed from a platform to keep their business on solid footing and ready for growth.

Because of their company values of providing the best experiences for their customers, they weren't done. Scott and his team worked with Exigo and an approved developer partner to improve and customize the enrollment process. It opened the revenue floodgates, and revenue "doubled for three or four consecutive months."

"I don't think we'll ever leave you folks because you have all been so awesome to work with ... Your support staff is incredible. Everything has just been so awesome." As he looks back on the past year with Exigo, Scott said, **"You've saved us time like crazy. You've saved money. You are knights in shining armor compared to the others. ... I think you have a customer for life."**

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



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Ryan Scott, VP at Neumi

