

Integration Is the Key

InterVarsity Press Implements Cider

The Client

Located in Westmont, Illinois, [InterVarsity Press](#) (IVP) has been publishing Christian books for more than 70 years. An extension of [InterVarsity Christian Fellowship/USA](#), IVP is a leading Christian publisher with a respected history providing resources that strengthen the church and encourage individuals.

The Unfulfilled Need

The previous webstore was not integrated with the subscription management application and did not handle multiple discount options in a single setting. IVP wanted something that was integrated, came with a true CMS and would allow for easy site maintenance on the part of the staff.

The Partnership

After a comprehensive search, IVP chose Advantage and their Cider eCommerce platform to be their new solution. The evaluation team was impressed by the tight integration with Advantage for both products and customers, the Orchard platform (and the future viability of that) on which Cider is built, the ability to track marketing efforts and promotions and the capacity to make changes to the site quickly and easily.

AdvantageCS and IVP partnered in a two-year project that overhauled IVP's customer, order entry, book catalog and rights/royalties databases, as well as revamped the existing www.ivpress.com. The new system services a variety of customers, from trade and distributor accounts, to direct-to-consumer sales. IVP went live on Advantage in March 2017.

"Advantage staff worked hard to solve challenges and to get our Cider site to a stable place for go-live," says **Tricia Koning**, director of information technology. "Improving the deeper integration between Advantage and Cider is an ongoing effort that keeps evolving as we do more with the Cider platform."

The Result

IVP now uses Advantage to fulfill more than 7,000 products across a wide array of subjects. "We use Cider in servicing our customers, not only as a transactional platform, but also as a rich source of product and author information," explains Tricia. "Advantage has remained committed to improving and better-utilizing Cider throughout our partnership with them."