

VICUS X TILAA

# AN E-COMMERCE SOLUTION FOR EVERY WEBSHOP

 tilaa.



# IN CONVERSATION WITH...

Vicus has been implementing and integrating CRM systems and e-commerce solutions for large companies and organizations across the Netherlands since 2004. The agency witnesses a lot over the next 19 years, from the popular Zen Cart to the now popular Magento. Luuk Roovers, one of Vicus' founders, tells us more about the agency's strength and trade.

Even a Magento employee was perplexed when he heard that Vicus had already created a webshop with Magento in 2007. 'But we're not yet operating in the Netherlands!' However, Luuk Roovers, the founder of Vicus in Amersfoort, was able to easily confirm his statement. 'I was fortunate to have a copy of Magento 0.9 on my computer. That man was astounded!' he exclaims. More than 800 e-commerce sites and systems have already been implemented and linked to other (ERP) systems by the e-commerce company. Roovers explains the power of Vicus to Tilaa, as well as the challenges of e-commerce.



# VICUS EBUSINESS SOLUTIONS

E-COMMERCE SOLUTIONS ACROSS THE NETHERLANDS

## What does Vicus do for their customers?

‘Vicus improves marketing, sales, delivery, and service processes.’ We build and maintain Magento and WooCommerce webstores, implement Vtiger CRM and Vtiger Portal, and connect these solutions to numerous existing back offices and external partners using our self-developed VOSBA middleware.

Our company is on a different wavelength. We provide open-source software support, implementation, and advice. Because it is open source, anyone can do it. However, we provide assistance when special questions arise or when our partners require special

attention. Our team consists of smart people who are well-versed in CRM, e-commerce, and related solutions. That makes us a dependable partner in almost all areas.’

## And what distinguishes Vicus from others?

‘There aren’t many service providers who have in-house CRM and e-commerce solutions and knowledge.’ We are unique in this way. Creating, maintaining, and updating CRM systems and web stores necessitates knowledge. Magento 2.4, for example, is excellent, but versions 2.0 through 2.2 were full of bugs. That’s why we only upgraded Magento 1 customers to better versions, or to versions where we could fix bugs more

quickly and affordably. Because of skill, that approach says a lot about our working method.

Another example is our upgrade subscriptions; we perform the simplest updates first, correcting any potential errors, and then proceed to more complex updates.’

## For the starting entrepreneur: how do you start your own webshop?

‘Of course, that depends on the ambitions. If you expect to process an order per day, I advise you to get started with a simple ready-made package. For example, with WooCommerce or a SaaS package. WooCommerce is freely accessible, but soon limited with regard

to the possibilities. In addition, some plugins are unsafe. Vicus can always assist you with advice or explanation.'

#### For the starting entrepreneur: how do you start your own webshop?

'Of course, this is dependent on the goals. If you expect to process one order per day, I recommend starting with a simple pre-made package. As an example, consider WooCommerce or a SaaS package. WooCommerce is free to use, but its capabilities are quickly limited. Furthermore, some plugins aren't safe. Vicus is always available to offer advice or explanations.

Do you want to grow and become the biggest? You can also ask us for advice and assistance. You could soon end up with Magento. With Magento, you can create and organize everything exactly how you want it, with or without the assistance of plugins and customization. Although some additional knowledge may be required, everything can be learned, and our experts are happy to assist. Of course, we can also keep you updated on what's going on online. Vtiger CRM is what we use for this. This enables you to profile e-commerce

customers and target (proactively) approach them.'

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**No sector is as agile as e-commerce. The number of web shops and applications is growing by thousands every day and both developments and platforms come and go. How do you deal with this?**

'While we continue to monitor developments, we have come to rely on WooCommerce, Magento, and Vtiger CRM. Magento is now the world's number one, with WooCommerce coming in second. A penny will occasionally be exchanged in the top three. However, there are no bold moves. According to Gartner, Vtiger CRM is a formidable

competitor to Microsoft CRM and Salesforce. So, we're on the right track there as well.

We once began with Zen Cart. However, with the arrival of Magento, that solution completely faded away. As you can see, even large parties can vanish digitally. And, while I cannot predict the future, the concept of the webshop may change or even cease to exist in its current form. Maybe there will be a smarter and less expensive way to build webshops. It isn't there yet, but it will come for sure.'

All in all, we are very happy to be cooperating with Tilaa and we will be doing so for as long as our needs for a cloud service are met with the same quality as we experience today.'

**‘Tilaa gives us the freedom to do a lot of things on our own terms’**

**And how do you stay up to date on everything??**

‘Not only through colleagues and representatives, but also at special events like the WebWinkel Vakdagen in the Jaarbeurs. To summarize, I dare to say that few new and exciting things have been developed in the last eight years. Every time, it’s the same trick, but with a different flavor. It frequently involves minor innovations.’

**What made you choose Tilaa?**

‘Simply put, we were looking for a partner who is adaptable and meets our safety standards. Our team is intelligent and capable, so we know exactly what we want and require. Tilaa not only met the requirements, but it was also quite simple to use for us.’

We started with a Cloud VPS and have since expanded to many servers. Tilaa gives us the freedom to do a lot of things on our own terms. If something goes wrong, we can handle it ourselves rather than relying on an intermediary. This allows us to work more efficiently and provide good service to our customers at a competitive price in a competitive market.’



# TILAA CLOUD

YOUR PREFERRED CLOUD PARTNER



## A rock-solid foundation for your business

A Tilaa Cloud VPS provides the space needed to build what is required for each project. We are a preferred cloud partner for professionals, and we provide the tools and services you need to get started with your own custom environment.

Would you like to learn more about the unique approach that distinguishes us from other European cloud providers? Then get in touch with one of our cloud experts. Or, try Tilaa for yourself by using our [configurator](#).

Free consultation