



ECommerce Platform Revolutionizes Online Sales



Client Business Description

- ◇ Retailer of complete range of electronic goods and PC peripherals

Background

- ◇ Large Australian retailer of complete range of electronic goods and PC peripherals. The retailer portal is also a winner of Best Online Retailer award by PC Magazine readers for many years.

Challenge

- ◇ The existing portal was not scalable and did not handle traffic well, thus needing constant maintenance and interventions.
- ◇ To enable interaction with the manufacturers to manage stocks in hand / order via web.
- ◇ Effective Product management to track their availability i.e. In Stock / Ships in 24 Hours / Sold Out / Pre order with estimated time of availability.
- ◇ Warehouse management and real time inventory stock taking was done without effective tools and hence took time and was error prone.

Idea

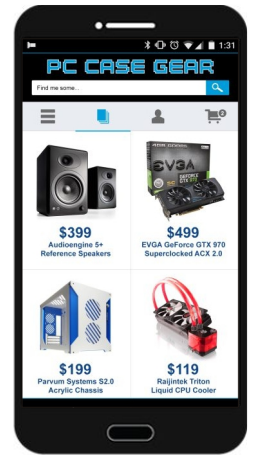
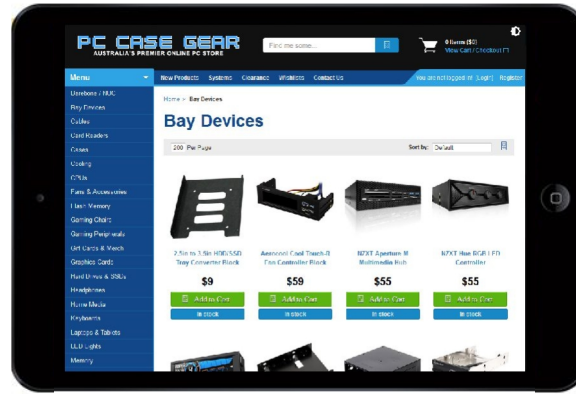
- ◇ Develop and maintain a large B2C eCommerce portal replete with features to manage online sales and customers.
- ◇ Scale the existing website to handle large number of users using Cloud services. Streamlining order processing, supply chain management.
- ◇ Enable Warehouse Management and real time inventory stock taking using Rugged Devices.

Our Solution

- ◇ An Open Source eCommerce platform based portal was developed with Asynchronous JS hooks for fast user experience. Portal handled payments and settlement via Eway, Direct Deposit/Bank Transfer and Australia Post Money Order (for in store pickups).
- ◇ The portal streamlined order processing, supply chain management, vendor interaction, order management and helped reduce business operations cost by over 18%.
- ◇ Purchase Assistant Module enabled direct B2B transaction with Manufacturers.
- ◇ Developed handheld device for order assembling, stock taking and inventory control.

Technologies Used

- PHP 5.0, ZenCart, JQuery
- MySQL
- Australian POST APIs
- PocketPC
- C#.NET
- SQL CE



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