

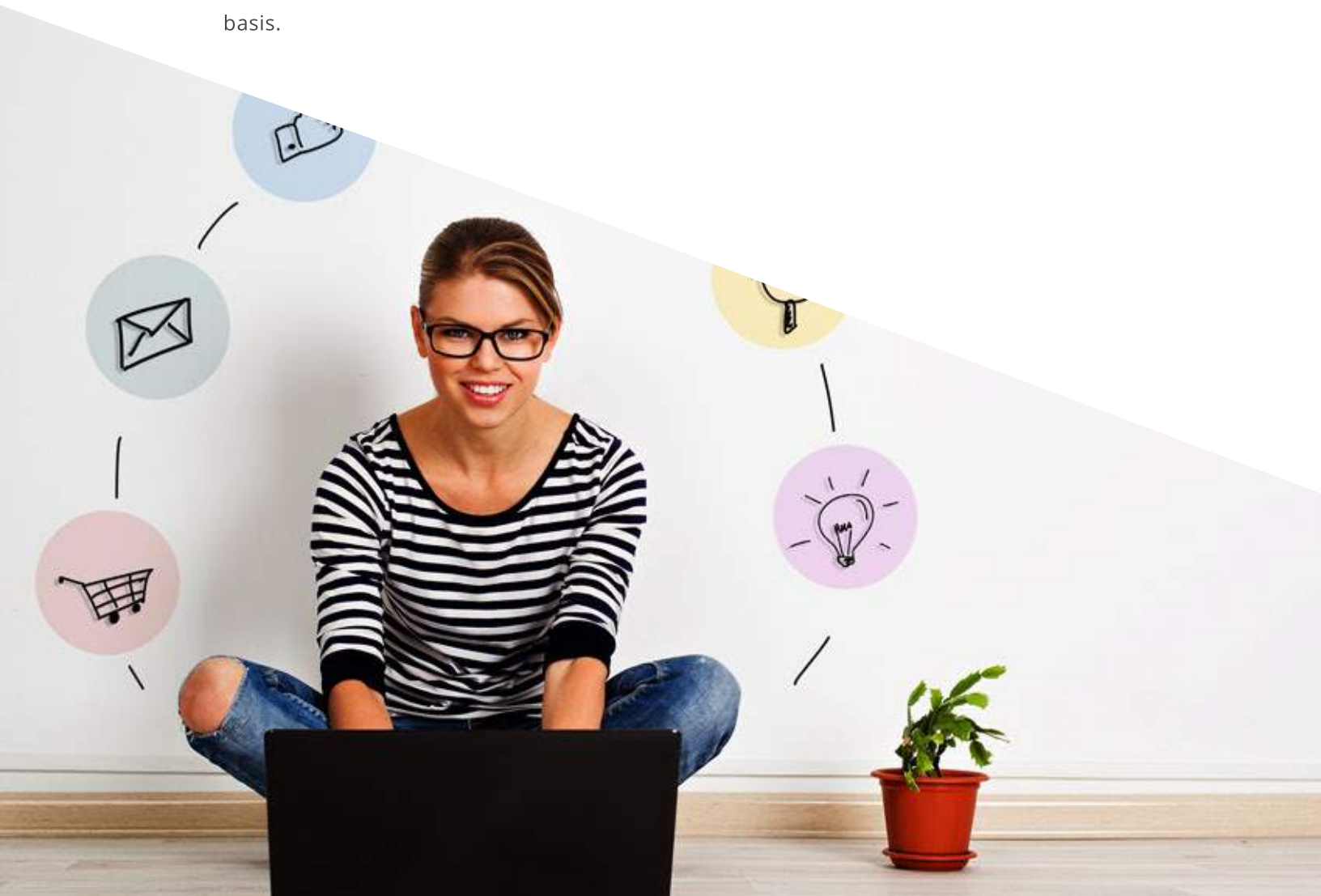


## ARION ERP CASE STUDY ECOMMERCE-RETAIL INDUSTRY

# Client Overview

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The client has a well-known e-commerce site that offers exclusive gift and home products. The site features a wide range of exquisite products by designers that range from local vendors to popular brands. The company had used Magento for developing two separate e-commerce retail stores: one dedicated to wholesale customers and the other one for retail customers. The wholesale and the retail businesses are maintained at two different warehouses. The number of products offered on the sites, number of sales and delivery orders fulfilled and number of invoices are all in several thousands. The site receives about 50 orders on a daily basis.



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## What Issues Did Client Face?

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An important concern for the client was to maximize the profitability of the business and improve asset utilization. The company wanted to clearly distinguish its products in the market so as to maintain its market share.

The company had used Magento for developing their e-commerce sites but had not worked on automating the back end which is important for quick and efficient information flow.

Client tracked the orders and the status of the orders manually. This was an inefficient and complicated process given the volume of orders that the client had to deal with. As a result, client faced difficulty in serving customers efficiently and distribution administration costs kept on increasing.

The company was continuously expanding the range of products offered on its sites. As the product categories and the number of vendors kept increasing, vendor management was becoming increasingly difficult. There were instances where wrong orders were sent to vendors thus leading to inaccuracies in the inventory of items available for order on the sites

Client had no access to data that they could utilize to make business decisions for providing better customer service and improving their profits.

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## How Did We Resolve These Issues?

ArionERP came up with a comprehensive solution to address the specific needs and problem areas of the client's operations. Here are some important features of the solution:-

- ◆ The business intelligence module provided a systematic structure to store and access data related to the operations and transactions by all the stakeholders of the client's company.
- ◆ The two separate websites for retail and wholesale customers were linked together with a single database for data synchronization.
- ◆ There were schedulers to synchronize the sales orders placed on the websites at regular intervals. This helped the operational staff to track orders and quickly finish tasks related to order completion.
- ◆ Automatic procurement workflow for make to order and make to stock products. Creation of automatic purchase orders with correct tracking codes and name of particular suppliers associated with the products.
- ◆ Business rules for minimum order quantities and minimum stock levels were defined in the solution for automated monitoring of procurements and inventory.
- ◆ A functionality was added to enable the client staff to update the Sales order status in the website.

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A background image showing two men in a meeting. One man is pointing at a laptop screen while the other looks on. The scene is brightly lit, suggesting an office environment. A yellow curved shape is at the top of the page.

## Key Points Of Our Solution

All the tasks and operations for implementing this solution were divided into phases. The implementation process started with requirements analysis and specification. ArionERP developed an elaborate set of questions that were discussed with and answered by the client. This helped ArionERP to understand client's operations in depth and figure out what course of action would be required to optimize the same.

ArionERP communicated with the client on a daily basis and the thorough discussions regarding the requirements lead to the finalization of the System Requirements Specification document. ArionERP used agile methodology to build the solution thus enabling the users to work with and test the small parts of the application as and when the parts were released. This helped users at client side to learn and grasp the functioning of the application from an early stage of development. The final solution not only met but also exceeded the expectations of the users as they themselves were involved in the development process and their feedbacks and inputs were duly noted and worked upon.

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## How Did The Solution Benefit Client?

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The ArionERP solution improved data accountability and authenticity. The solution enabled better customer interactions as now the customers and the client staff could exchange information with each other about the effectiveness of order completion. Other benefits include effective inventory management, faster turnaround time and improved organizational performance with data-driven decision making.

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