

# B2B ENTERPRISE DIGITAL PLATFORM FOR ORDER MANAGEMENT

for a Global Retailer



**Service:** Product Engineering & Innovation, Digital Experience

## OVERVIEW

The customer entered India as one of the leading wholesale player and operates 20+ Wholesale Stores and 3 Fulfilment Centers. These stores span over an area of 50,000 square feet offering more than **5,000 SKUs** across multiple product categories.

## CHALLENGES



Design & Develop a tablet based online ordering solution for field/business development associates with live inventory management & location tracking, to handle both online and offline capabilities



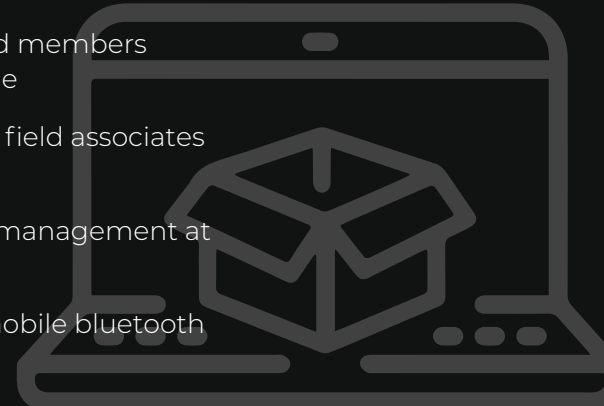
Enterprise apps integration for warehouse management, & the delivery tracking



Optimize the application & process the online orders to work on 2G/3G/4G and GSM

## SOLUTION INNOVATION

- 1 Field associates carry the MDM secured tablet to the registered members based on their beat plan to collect the orders and submit online
- 2 Mobile App used to submit the orders for the members by the field associates (BDA's) to the available inventory
- 3 Web platform/portal to track and check order flow status and management at the store
- 4 Third party integrations including payment integration with mobile bluetooth devices (Pogo), SMS and email
- 5 Enterprise system integrations with DHL Manhattan and KDL System to get the real time inventory and order status



## OUTCOMES

- Mobile experience with less cognitive load helped the users to capture the orders in real time without any hassles
- Beat plan scheduling and follow-up helped the associates in planning their work
- Order status change notifications/alerts to members and associates
- Dashboard & Analytics, easily determines the current demand and provides basic analytics
- Offline orders in the mobile app, helps to capture the orders in the no mobile network zones



**40-50%**  
Increase in Sales volume through mobile app



**~<2 min**  
Reduction in the initial sync & subsequent sync time