

B2B ENTERPRISE DIGITAL PLATFORM FOR ORDER MANAGEMENT

for a Global Retailer



Services: Product Engineering & Innovation, Digital Experience

OVERVIEW

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

CHALLENGES

The Client required the following for efficient order management:



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



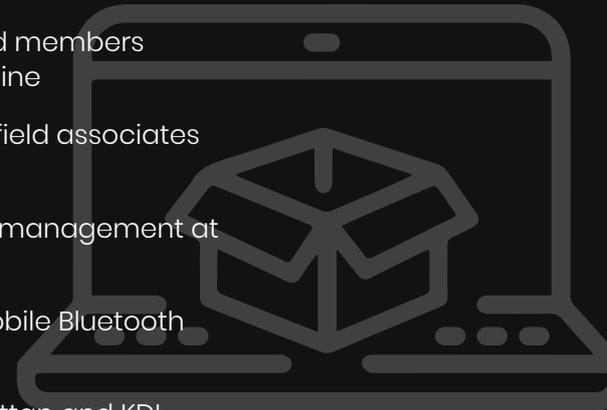
Enterprise apps integration for warehouse mgmt., delivery tracking



Optimize the application and 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 it 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 Integrated 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 determine the current demand and provide basic analytics
- Offline orders in the mobile app, helped 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

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