

Case Studies – E-Commerce Solution in collaboration with a premier 3rd party software

Client Overview

The client is a leading online store, selling security systems catering customers around the world. With over 4000 varieties of products, the client processes different kind of electronic payments made by its customers and also delivered to them.

Business Need

In order to better manage the large number of products and also managing the orders, a system needed to be incorporated. Since there were too many products, it became very difficult to manage the products. Also, since the client was receiving a lot of orders everyday, it was becoming difficult to manage the orders as well. The client was losing sales due to inefficient order management, and also due to the time taken to add new product lines to the store.

Challenges

- 1) The decision was to be made to either develop a system that manages the store and also the orders, or to find and assess a vendor in this space.
- 2) Since the online store was accessed by large number of users' everyday, the transition to the new system needed to be smooth, without affecting the current business.

SABS's Role

SABS studied the current operations and processes and identified improvement initiatives that would deliver significant benefits to the client. SABS recommended a system that can manage products easily, process the orders smoothly, and also easy to provide various benefits to the customers, like redemption vouchers, discounts, offers, etc.

SABS assessed vendors in this space and identified ShopSite, a third party E-Commerce system. With this system, managing products became very easy, with efficient order management system. SABS was responsible for:

- Implementation & integration of this system
- Seamless transition of the store that had a manual system, to an automated system.
- Data migration

SABS now maintains the online store, managing the product addition, ensuring the site is up and running, etc.

Benefits

The benefits of this solution include:

- Increased revenues by better product and order management.
- The client can focus on the business development, entrusting the maintenance of the site to SABS.