

# CASE STUDY

## CLIENT OVERVIEW

Our client is a B2B eCommerce giant that commercializes business supplies to small and medium sized businesses through eCommerce website and call center. Based in Colombia as the first of its kind, it targets three kinds of customer profiles including large businesses, B2C customers and PYMES through cross-channel sales mediums like call centers, offline sale and eCommerce. Understanding the requirements of its vast spread customer base, our client is trading in hardware, software, printing supplies, stationery, cleanliness articles and cafeteria products. Serving clients successfully with a team of experts and available resources, client holds a significant position in the industry. In order to reach out to more customers with emerging markets, the client seeks to approach most convenient technological solution for supplying goods and doing business in eCommerce marketplace.

## BUSINESS CHALLENGES

- Client faced technical issues with integration of B2B environment with NetSuite and SCA Denali.
- Client faced various challenges with the NODE JS and BACKBONE JS design pattern.
- Client faced currency challenges with restrictions on certain payment integrations like PayPal.
- Difficulty in global eCommerce, since client's portal didn't have the logistics section and other important systems.
- Improper project management greatly impacted on productivity.
- Client needed to have customization on products like price compare, permission based price and categories differentiation.

## HOW WE TACKLED THESE CHALLENGES

- Our experts offered NetSuite SuiteCommerce solutions to get an insight of customer experience through intelligence tools to analyze customer shopping behavior and give more personalized shopping experience to customers.
- We performed Suite Commerce Advanced (SCA) implementation to manage lead source, opportunity, Sales Order, inventory, etc. to cure delivery delay issues.
- Offered ERP SuiteCommerce integration to overcome restrictions with payment gateways and offered multi-channel payment functionality.
- Offered custom application integrations to adopt the latest technologies to provide effective logistics and other functionalities.

## IMPACT OF OUR ERP SUITECOMMERCE INTEGRATION SERVICES

- Client is able to give high customer satisfaction by timely updating the inventory.
- Customers now have personalized online shopping with added functionalities to know about their preferences.
- All processes in sync help in easy accessing of company information at any hour.
- International clients can seamlessly purchase with fuss-free payments.
- Client can now center his focus on branding his image rather than managing the back-office operations.

