

Retailer gets Connected

Overview

A software vendor goes on-line

The client

Our Client is a wholesaler for Packaged Software and has a network of 600 dealers. Established in 1994 with a mission "to be the leader in software marketing and distribution", it has become a pioneer in the domestic markets.

The Strategic Threshold

Taking the business online was a logical extension of its business paradigm and in step with its corporate mission. Not only would this allow the firm to increase its reach and provide easier access to customers, the time and cost spent on order processing would be significantly reduced. It would also enable our clients to provide any information on any product available anywhere in the world. Going on-line would also mean that they could take their operations in neighboring Asian countries.

Our Solution

The Alliance team designed and implemented a portal solution for the client that redefined the whole customer acquisition process into a rich, trouble-free online experience.

Customers could register, browse through catalogues, place orders and pay online. The portal provided customization based on user profiles and it also had the feature of weekly product release notifications and newsletters.

The order processing stages and other key information could be retrieved using a wireless device. The features like price quotations and delivery notification made the service more customers oriented. Other features included Online Shopping. Online pricing information. Online product search. Online Correspondence between the company and its dealer/ customers.

The portal was based on scalable architecture that could easily handle increasing loads of concurrent usage. It was integrated with the back-end inventory management system for real-time inventory checks. The site was also integrated with payment gateways for on-line credit authorization. Security features like encryption, access control and authorization were built in. The client is extremely satisfied with the solution and the team's effort to minimize turn around time.