wishtree

CASE STUDY

Webstore

INTRODUCTION:

Our client's need was to leverage their website to build a robust e-commerce platform that could enable accurate research, selection and ordering of products.

Wishtree partnered with the client to create a customized solution aimed to have sophisticated features like real-time pricing, inventory, mobile scanning feature, and the likes, to give them the custom made solution to their problem.

But that's not where the story ends. We then, together with the client, went beyond the regular B2B and B2C model and drove up the sales and expand their business.

How we did that? Read on to see the specifications of the problem and the solutions that worked.

THE CLIENT

Our aforementioned client is one of the leading HVACR wholesale distributors in USA and operates in 25 locations and warehouses in the USA.

BUSINESS CHALLENGE

The main problem our client faced was that they did not have any online portal to sell products online which, in today's time, is a bit of a huge problem. After evaluating various standard e-commerce frameworks that could be customized to suit the client's requirements, we decided that their business requirements and sheer volume of products were in favor of creating an e-commerce solution from scratch. The client also wanted to leverage the portal for its sales and marketing activities and improve cross-selling of products which made the task more challenging.

WISHTREE SOLUTION

Wishtree, in response, developed Webstore with the following features in 2 different phases:

- Real-time pricing
- Real-time Inventory (for 25 locations)
- Access Past Order History regardless of how orders were placed
- Multi-level and filtered searches by brand, categories, attributes and more
- Mobile scanning to use your mobile's camera for scanning bar codes

TECHNOLOGY STACK

- **Client:** Bootstrap, jQuery, HTML5, CSS3
- **Server**: JEE, Spring, Struts, Hibernate
- **Database**: MySQL
- **Scheduler:** Quartz

- **Application/Web servers**: Apache-tomcat, Apache

BENEFITS DELIVERED

- More effective generation of orders resulting in increased business for the company
- Ease in placing of order thereby reducing time spent on entering and/or viewing requests
- Better visibility and control over inventory and pricing
- More cross-selling and up-selling opportunities
- Better distribution and sales opportunities and virtual presence all over the country
- Mobile scanning facilities for faster ordering