

Client: Catalogue based Reseller
Location: UK

Client Description

The client is a leading European High Technology catalogue based reseller. The yearly turnover of the client across all locations for FY 2002-03 grossed in excess of 700 Million Euros. Its operations are based out of Germany, UK, France and Netherlands.

The client's business was based on traditional Printed Catalogues and used new channels of selling, like the Internet. It is rated as one of the best technology enabled company in retail business.

Apart from selling more than 15000 catalog products of more than 100 vendors to end consumers and to organizations, it also has interfaces with various external systems like Ariba, CNET and Buffalo Tech.

The client offers branded hardware and software from leading vendors such as Adobe, Apple, 3Com, Compaq, Hewlett Packard, IBM, Iomega, Microsoft, and Toshiba.

Business Need

The client's IT systems comprised of COTS applications and homegrown applications. There was a serious need to align business processes with organizational goals and develop a roadmap for strengthening the systems support for business processes. The number of suppliers to the client were increasing, who had their own systems and issues like integration and real time replenishments required an immediate revamp of the existing systems.

The client already had an automated system for order processing, billing, warehouse/inventory, finance, amongst others. The system was called MACS (Mail Order Cataloging System) and was running on an HP3000 environment. All the orders received were entered manually into the system, causing delays in order fulfillment and customer dissatisfaction.

A new solution was required which would tightly integrate with their existing legacy application and web site and would provide country-specific localized content. The client also wanted to implement a shared services model between Germany & Netherlands, so as to better service order shipments.

Solution Offered

Blue Star Infotech (BSI) has a dedicated Offshore Support Center for servicing the client's overall IT needs. This OSC included a Business and Technology Innovation team whose sole charter was to adopt and inject new solutions incorporating technology advancements into the business operations.

This team first conducted a process analysis and process engineering study. Using process normalization techniques, the team rationalized the existing application portfolio. Post the study, the following activities were executed by the OSC:

- Development of an electronic business system which integrated with existing back-end ERP system
- MS - Commerce Server was chosen as a backbone for this e-commerce system as it met requirements such as scalability to 5 million catalogues and easy development of interfaces with existing ERP systems for transmission of orders, updating of catalogs and stocks. The migration of data from Site Server to Commerce Server was executed for the same
- Post-Commerce Server integration, the Quote Tool system was integrated. Quote Tool is a client-server application used by the client to create quotations.
- The quote tool functionality enabled seamless integration of supplier systems. BSI suggested a "Punch-out" solution wherein the buyers connect to the supplier's catalog and search for items directly on the supplier's site. This information would return to the buyer's e-Procurement system to be added to an internal requisition order. This requisition would be automatically converted to a purchase order to be sent to the supplier.

- BSI designed and developed a Windows DNA-based n-tier web solution with functionalities like multi-company, multi-product, multi-currency and multi-language on the site. Integration with Legacy systems, HTTPS/SSL protocols for all secured transaction and confidential user information was achieved by using MS BizTalk Server
- Business Intelligence was derived by exploring features of the existing system. MACS has an inbuilt Order Management function, but this function had its limitation, as it did not provide vendor selection. BSI introduced checks by way of vendor rating, and business algorithms with associated weights. Each new order query was checked against these ratings and the best vendor was assigned accordingly. This function helps create a Virtual Warehouse Model (VWM) wherein fulfillment and replenishment go hand in hand thereby translating into significant savings to the client resulting in lower shipping costs and increased shipping volumes

Benefits to the Client

- Achievement of economies of scale
- Standardization of business processes and alignment of IT with business
- Increased customer satisfaction
- Revenue increase by 15%; Increase in the number of users by 5% during initial period
- Increase in both number of orders as well as individual order value
- Virtual Warehouse Model helped save the entire warehousing cost for the Netherlands Warehouse as the German Warehouse alone effectively serviced all orders

TECHNOLOGY

- **Platforms**
 - HP3000, Windows Advanced Server, MS Commerce Server, MS SQL Server, MS BizTalk Server
- **Software**
 - MS Visual Studio.NET 1.1, ASP. Net, C#, VC++, MFC, ADO, DAO, XML, Java Script, HP Cobol
 - Ariba CSN, MPE/ix (HP3000), Suprtool, PowerHouse, Image NDBMS, Verified By Visa (VBV)
 - BizModeler, Enterprise Architect

For more information about Blue Star Infotech:

USA	+1-(408) 235-1640	bsia_ca@bsil.com
UK	+44-020-8538 2710	bsil_uk@bsil.com
India	+91-22-2490 1870	globalhq@bsil.com

www.bsil.com