XceedLabs
Virtual Teams

Case Study...

Case Study for Implementation of complete Online e-commerce system with Backoffice Control

Objective
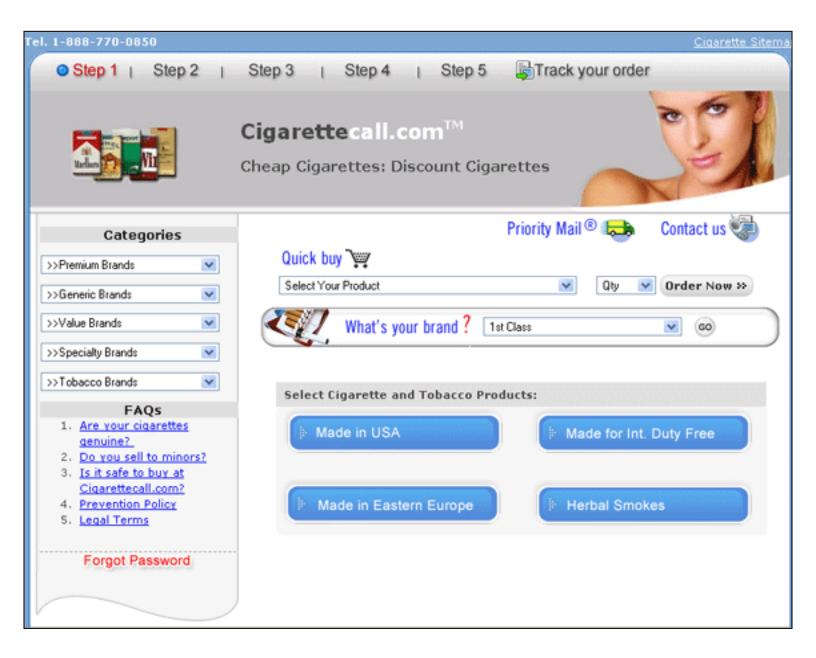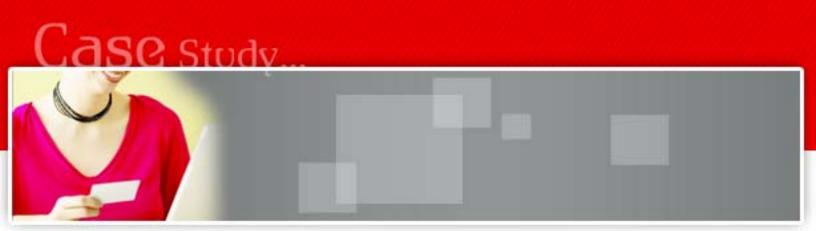
The client is a seller of premium cigarette brands in Europe.

The Client

Create a convenient, easy to use, online ordering system to bring a local business to a global audience.

The Business Challenge...

The client was gearing up for a mammoth change in the way they used to sell their products. Processes were being re-engineered to support this change. Support costs were very high due to lack of automation in business critical processes like marketing and customer service. Also currently saturated and a limited reach to the target audience acted as a deterrent to the possibility of increasing revenue in the future. Hence the client desired to support their business objective of expanding customer base using the medium of web.
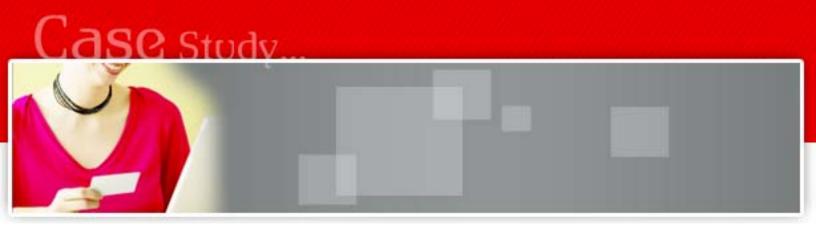
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The Solution...

Xceed partnered with the client to re-align the business process, analyze & integrate their business with the web. In order to leverage on web's new technologies, together with the growing business & technical needs, we decided to implement a complete ecommerce enable site for listing & selling of premium cigarette brands. The client tied up with global providers responsible for keeping stock and shipments to the desired locations. Microsoft's .Net Technology was recommended for implementation of the online shopping system. The power of web services was utilized enormously to integrate with third party payment processing Gateways and Shipment providers in different locations.

Business Benefits

- Expanding the reach of client's customer base globally. Today a major share of client's sale is accounted from US.

- Increase in reliability and usability of information with availability of a robust Backoffice in the new system with vital business functions automated.

- Substantial reduction in support costs due to reduction in client's own staff involved in stock procurement and shipments

About The Application

Cigarettes Call shopping system

Visitors to this web site will experience convenient, secure, and efficient handling of their order. Cigarettes call ensures that visitors can easily locate the products they desire and at any time add an item of choice to the shopping cart.
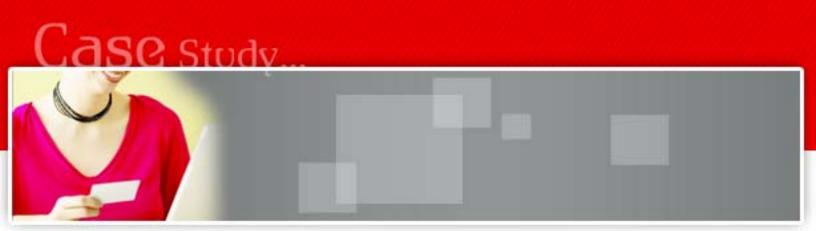
Visitors always have the ability to view, add, change quantity, or delete products from their shopping cart. When the visitor is ready to check out, they are prompted for relevant billing, shipping information and payment information. A verification mechanism ensures that customers supply all critical information.

The shopping cart utilizes Pay nova Secure Server ID technology to provide customers with the strongest encrypted protection available on the Internet. Once submitted, the order is stored in a database and an email containing the order confirmation number willbe sent to the appropriate address. An Online Order Reporting System lets administrators view the order, and subsequently process and fulfill this order.

The Shopping Cart System has been created to accommodate the following features. It can be modified as well to address any specific needs in future.

Product Specials

Product specials can be highlighted on the Web site on various pages and can be set to run for a defined period of time.

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Gift Certificates

The shopping cart can be customized to accept gift certificates online.

Bulk Pricing Discounts

The Shopping Cart allows users to seamlessly give discounts for quantity orders thus accommodating both retail and wholesale customers.

- View data collected from the site's Shopping Cart through a Web Browser Interface

- Analyze geographic purchasing trends by State/Country

- Analyze seasonal trends by viewing order history by month/quarter

- Identify best selling products. Which Category? Sizes? Brands?

Real Time Payment Processing

The Shopping Cart allows users to seamlessly give discounts for quantity orders thus accommodating both retail and wholesale customers.

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Back office Features

Remote Product Updates

This tool allows administrators to remotely add, delete and modify items in the product database as necessary through a Web browser.

Inventory Management

The shopping cart application has been integrated with our custom developed inventory control system. The inventory tracking happens on a real time basis with the use of web services.

Differential Customer Pricing

The Backoffice allows to offer differential pricing for different target audiences. The Shopping Cart has been developed to accommodate many type of specific needs.

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Case Study...

Technology Framework

Languages	:	C#, ASP.Net
Front End	:	HTML, JavaScript, XML
Backend	:	SQL Server 2000, SQL Stored Procedures, Indexes
Development Environment	:	Visual Studio 2003
Version Control Tool	:	Visual Source Safe
Third Party Interfaces	:	Paynova, Verisign, Web Services
Web server	:	IIS
Operating System	:	Windows 2003

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