SHAREPOINT DIGITAL **DASHBOARD** FOR AN **eCOMMERCE** COMPANY

THE CLIENT

A leading eCommerce solutions and fulfillment services provider, offering both turnkey IT software and hardware solutions, with 80+ end customers. Overall, daily shipments ranged from 10,000 to 20,000 items sent all over the world.

THE BACKGROUND

With a wide range of customers, as well as products and services on offer, the client needed to see information regarding a wide range of performance indices in one place, in order to take intelligent and informed decisions, as well as to improvise strategies.

THE TASK

Provide valuable and insightful data regarding the entire operations to the management team, enabling them to optimize resources, fine-tune offerings, and recommend new services to their end clients.

THE CHALLENGES

IT Challenges

Data Center

While some of the 80 customers used the client's infrastructure, many ran these eCommerce and fulfillment solutions on separate installations, with their own physical infrastructure. As expected, there were a wide variety of systems in use, including .Net based and LAMP based.

Server Monitoring

With so many customers and systems, continuous server monitoring was already in place. What was needed was a similarly constant flow of info to the management, appraising them of server loads, peak times and optimization opportunities.

Business Challenges

Peak Sales Time

Accurate information about the peak sales times for each customer was required, so the server resources could be used optimally, and divided between the customers so that each was able to serve customers at speed.

Highest sales

The management needed to know which products brought in the highest sales for each customer. This information would help them recommend additional support services to help increase that product's sales, as well as help them suggest similar products that consumers could be interested in.

Tracking

Real time tracking info, as well as long term logistics trends ensured prompt delivery, immediate feedback, and would help synergize deliveries to areas which witnessed more demand.

Support

Monitoring the client's own Call Center, would empower the management team to help customers streamline their offerings, and increase customer satisfaction. Long term trends and statistics could also convince reluctant customers to use the client's own call / data center for a better selling experience.

WHY SUYATI

Extensive experience in eCommerce platforms and retail fulfillment systems, with 20+ installations and:
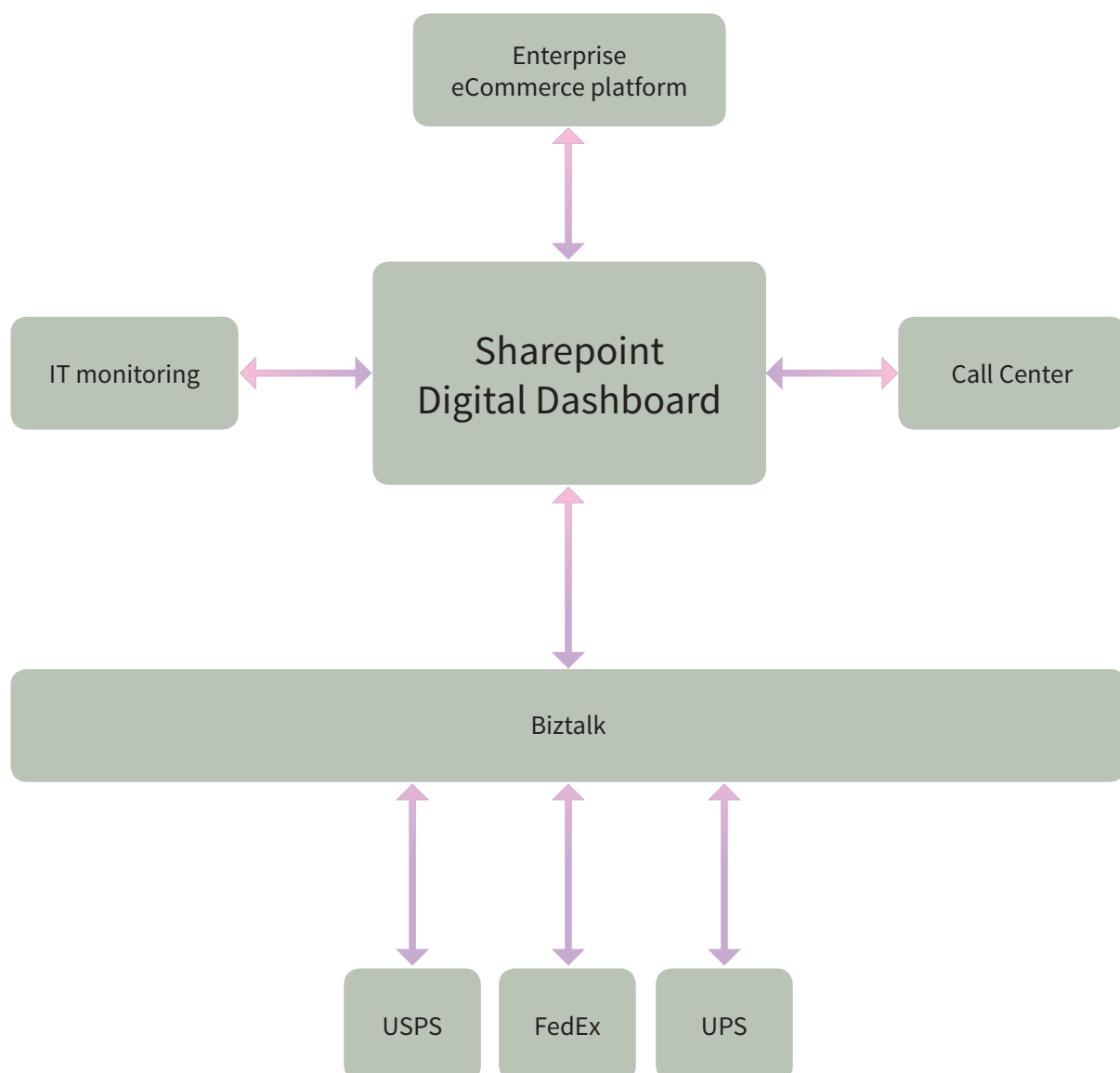
- Experience in Microsoft as well as Open Source technologies
- Large installations & enterprise application development capabilities
- Process driven delivery
- Experience in PCI industry
- Intelligence, data analytics & reporting skills
- Experience in mobile commerce
- Offshore development & delivery experience
- Strong retail fulfillment experience
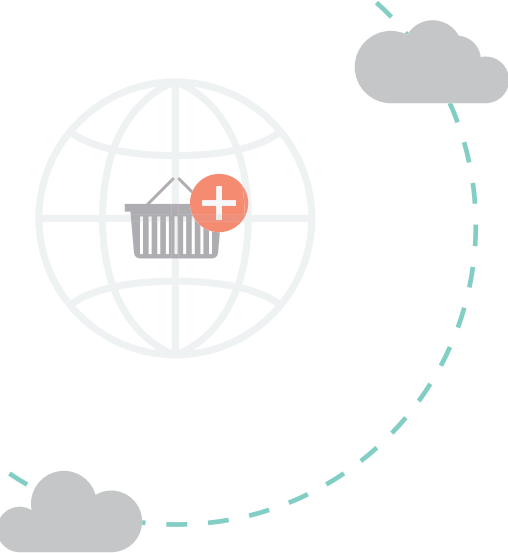- In-depth understanding of the North America business scenario

THE SOLUTION IN A LINE

Create a SharePoint dashboard which takes in information from multiple sources and presents the information in a meaningful way to the management, so that they can take informed business decisions.

THE WORKFLOW


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SOLUTION HIGHLIGHTS

IT Logs from Data Center

Continuous logs from the data center were sent to the SharePoint Digital Dashboard. These were then interpreted by SharePoint, and significant factors were displayed. This helped in optimal load balancing, recommending more / less server resources for certain customers, and overall optimization of the data center.

Call Center Insights

Daily reports from the Call Center were sent to the SharePoint Digital Dashboard, which intelligently displayed the stats that matter. These include the products which faced issues. Places where deliveries were not made on time. Logistics/ fulfillment partners that were not up to the mark. And more such data which helped the client ensure their customers had optimized strategies.

eCommerce Reports

The enterprise eCommerce application provided info regarding the products, which ones were doing well, and which ones were not. This enabled the management team to come up with smart insights, like bundling products together to create combos, which products to market where, and more.

Global Tracking Map

The SharePoint Digital Dashboard sourced real time tracking data for products from the logistics providers' servers. This was done through Biztalk. The data obtained was then displayed on maps, which were of two kinds. One displayed real time tracking. The other showcased long term data, which highlighted the places where more deliveries were made. This helped the client negotiate better deals with FedEx, UPS, etc.

Suyati Technologies

Suyati focuses on delivering niche IT solutions and services, including CMS, CRM and eCommerce. We are an Ektron Featured Implementation Partner, Microsoft Gold Partner, and Salesforce Appexchange Partner, with extensive experience in .NET, FOSS and Mobile App technologies.

Our Center of Excellence in Microsoft Technologies ensures that we're on top of the trends and the latest from the Microsoft stable. It also ensures that our customers stay on top their game, and the competition. That's why we're a Gold Certified Partner, with a focus on ASP.NET, Sharepoint, Biztalk and SQL Server.

In addition, our eCommerce skills have seen us deliver 70+ installations, including ones that handle 3+ million annual shipments. Besides Microsoft technologies like nopCommerce and Commerceserver.net, our eCommerce strenghts include Magento and OpenCart as well.