

CASE STUDY

CLIENT OVERVIEW

Established back in the year 2001, inoday client is a leading provider of software in retail and wholesale domain. Successfully providing a set of industry-specific software solutions for retail management, integrated ecommerce, business intelligence, integration of technologies, Mobile POS, etc.; our client meets its customers' expectations. Aiming at enhancing customers experience in ecommerce industry via integrated retail application, our client wishes to take customer engagement to a whole new standard. Client came to inoday in order to get the ERP integrated with Magento platform and offer seamless solutions to its customers.

BUSINESS CHALLENGES

- Client needed to connect its retail store to online store.
- Poor inventory management, due to which vendor weren't able to get right information.
- Customer data wasn't synchronized in online and retail store, which led to inaccuracies.
- Managing sales orders via online and retail store wasn't possible.
- Taxes couldn't be applied in various criteria to sales order.

HOW WE TACKLED THESE CHALLENGES

- We offered ERP connectivity to Magento to connect the online and retail store.
- Our experts offered tightly integrated inventory system to the client.
- We offered complete customer data synchronization.
- We integrated sales order to 3rd party APIs via ERP-Magento connector.
- inoday experts provided solution to make it applicable as per requirements.

IMPACT OF ERP & MAGENTO INTEGRATION

- Connected retail store and online stores helped in efficient coordination between various departments.
- With an integrated inventory system, the client can have accurate information about available goods.
- Having synchronized customer data in both systems, client can now provide personalized experiences to customers.
- Managing orders online is now easy with integrated sales orders.
- Client can now make the tax applicable to cover extra fee.

