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Technology for a Changing World

Creating New Revenue Streams for a Leading Retailer Company using a B2B Web App

AT A GLANCE

THE CLIENT: Leading retailer company in the US

THE GOAL: Create new revenue streams by selling salvage goods and accelerate liquidation of these goods

THE SOLUTION: Build a B2B, e-Commerce-like web app and implement a pool stock ticketing and transfer solution

BUSINESS IMPACT: Faster liquidation of goods, improved sales, enhanced customer relationships, lower cost of doing business

THE CLIENT

The client is a leading retailer company in the US with more than 800 store locations and distribution centers nationwide. It specializes in the sales of different goods including footwear, clothing, accessories, and housewares.

THE GOAL

Aside from selling goods via its physical stores and distribution centers nationwide, the client wanted to create new revenue streams by selling returned and unsold, off-season goods obtained from multiple distribution centers (DCs), including its own DCs and third-party sellers. The collected items were stocked in pool stock containers, packed using RF scanners, and then sold to different vendors.

Because the buyers were based in different locations around the globe, the client required a portal that can help them easily display stocks and allow vendors to electronically send purchase orders and shipment requests. Further, ticket printing (price tag printing) used to be done manually; the client wanted to automate the sending of ticket details to vendors so they can easily and immediately print custom tickets, regardless of their location.

THE SOLUTION

To achieve its goals, the client partnered with Scintel to build a B2B web application and implement a pool stock ticketing and transfer solution.

CREATE A B2B WEB APP

Leveraging its broad knowledge in building innovative enterprise modernization solutions, Scintel created an e-Commerce-like B2B web application for the client.

First, Scintel collected and harnessed client's data such as vendor information; list of salvage, off-season, and returned goods; and spec of these goods. Using this information, Scintel built a rich UI based on the requirements of the client and its customers for superior user experience.

The app enabled the client to easily enter all liquidation goods data into the system, automatically display this information on the web, and allow vendors to place their orders online.

Easily enter and automatically display liquidation goods data

Using the app's rich, intuitive, and easy-to-use user interface (UI), the client can enter liquidation goods data and manipulate this data in a secure manner. Then, the app automatically displays this information online, enabling buyers to view available goods.

Electronically transact with vendors

The B2B web app works like an e-Commerce portal that allows vendors and distribution centers to view available goods online, access information about these goods, sign up for membership for exclusive privileges, and place their orders online. Via the app, vendors can electronically request purchase orders, send shipment information, and quickly receive response to their requests. The app also enables electronic billing, which allows for faster transactions, minimized error, and lower cost of doing business.

IMPLEMENT A POOL STOCK TICKETING AND TRANSFER SOLUTION

Scintel helped the client to further improve its sales by implementing a pool stock ticketing and transfer solution.

Scintel developed various capabilities to enhance the client's pool stock processes. Once collected from various distribution centers, goods will be stocked in pool stock containers, packed using RF scanners, and then sold via the B2B app to different vendors based in different locations around the globe.

Aside from this, Scintel provided the client with a ticketing solution that allows vendors to automate and accelerate ticket printing. At first, the ticket printing was manual; Scintel helped improve the process by allowing the client to automatically send ticket details to vendors so they can easily and immediately print custom tickets, regardless of their location.

BUSINESS IMPACT

By implementing Scintel's solutions, the client reaped these benefits:

⊡ Faster liquidation of goods
The client had optimized and automated processes, resulting in faster liquidation of goods.

⌂ Improved sales
The solutions helped create new revenue streams for the client.

⚒ Enhanced customer relationships
The client had provided vendors with superior level of customer experience.

⚒ Lower costs
Because the processes were optimized and automated, the client was empowered to reduce the cost of doing business.