



Elegant MicroWeb
Delivering the Value of Technology

Case Study

**Software Development, Maintenance & Support Services –
Logistics Fulfilment Portal**



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ISO 9001:2008



Case Study

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The Client

UK based company is a renowned service provider, offering logistics fulfillment and redemption services to merchants dealing in apparel, cosmetics, electronics and digital equipments. Over 10,000 products are offered to merchants' customers for deals. The merchants have access to create their own redemption store with personalized branding and can configure products, deals and offer fulfillment services with delivery and tracking to their customers. Using the fulfillment portal, customers of the merchants can redeem the vouchers and track the status of their order(s) and choose the delivery options as per requirement.

The Objective

The client required a platform that can offer off-the-shelf services to merchants to create their personalized fulfillment and redemption portal.

There were multiple challenges involved:-

- Provide easy to use interface for merchants to create their personalized stores in minimal time
- Development and integration of order API for merchants to submit orders

- Seamless integration with merchant ecommerce sites, e.g. Magento plugin for merchants to forward orders to the portal
- Integration with various shipping APIs for delivery processes and label generation
- Integration with payment gateways
- Keeping up with new releases and upgrades of various APIs and third party services
- Extensive reporting for finance, stock, redemption, order tracking etc.
- Alerts and notifications for timely delivery, order processing, auditing and exception handling

The Solution

After understanding client's requirements and various technical APIs, software development experts at Elegant MicroWeb worked on functional and technical roadmap for product development. Working closely with client's business managers and technical team, Elegant MicroWeb team designed the architecture and developed logistics fulfillment portal with agile project management processes.



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This portal has four interfaces - admin, merchant, supplier and agent. As per client requirement, multiple carrier services were integrated to allow order dispatch and provide merchants' customers access to view and track their orders and shipments. Shipping APIs like Royal Mail, DPD, Yodel, Courier, Hermes, CitiPost, ParcelForce, ParcelHub, Spring and GLS were integrated to facilitate delivery of product against voucher redemptions. Software development expertise was provided by Elegant MicroWeb for developing an order API interface for merchants to transmit order information from their portals and other systems. Along with this API, File Import Wizard (supported with CSV, XLS, XLSX, Dot extensions) was developed. Magento plugin was also developed to allow merchants to send order details from their ecommerce website to the system.

The client was interested in providing personalized redemption store for merchants. Elegant MicroWeb provided store design engine for brand specific theme layout and look n' feel for merchant redemption and fulfillment portals. Merchants can also carry out product configuration and management, deals configuration, customer information management, along with order and dispatch management. Report generation facility was integrated for transactions related to finance, stock, redemption, and order tracking. Timely email notifications are sent from the system for voucher redemptions and various delivery and tracking status changes to merchants' customers. Payment for delivery is taken through payment gateways like Barclays and ePDQ.





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The Technology

- Front-end: Core PHP
- Back-end: MySQL
- APIs/Web services: Barclays, Royal Mail, DPD, DHL, Yodel, Courier, Hermes, CitiPost, ParcelForce, ParcelHub, Spring, GLS and Non-integration

Elegant MicroWeb Role

Elegant MicroWeb has been involved with product development, maintenance and support since the conceptualization stage of the product. Team has worked closely with client's business managers and technical team and has provided technical feasibility evaluation, architecture, design and development, implementation on virtual platform, upgrades and support.

Elegant MicroWeb team conducts continuous and consistent review of platform and provides recommendations and suggestions for technical roadmap of the product. Team also manages product backlog and provides development, maintenance and support services.

Conclusion

Working with a client engaged in providing end-to-end integrated fulfillment solutions to wide variety of clients from well-known brand stores to small store owners contributed to Elegant MicroWeb's logistics and fulfillment domain knowledge. Working closely with client team on day to day basis and successful implementation of project management and reporting systems has ensured quick delivery of quality product and services to merchants and end users. Client has been able to maintain cutting edge in the market through quick roll out and implementation of complex integration with numerous shipping, payment gateway and order processing API and third party services.



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Contact Us

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EMR5145C – Case Study – Software Development, Maintenance & Support Services – Logistics Fulfillment Portal Version 1.2 - Published 2013
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