

CASE STUDY

eCommerce Integration Solution for a leading wholesale marketplace

Customer Profile

JOOR is a leading online wholesale marketplace that connects contemporary fashion brands with retail boutiques. Through its innovative platform and easy-to-use technology JOOR continues to lead a wholesale evolution - making the process easier and faster. JOOR put the entire wholesale buying process online, to enable brands and retailers to drive incremental revenue, cut costs, improve their customer experience and analyze performance through data driven analytics.

JOOR provides direct access to a brands' sales team and inventory availability so that boutiques have real time access to buying information. JOOR is used by over 700 fashion brands and 30,000 retailers and last year processed orders worth about \$400M through their system.

The Challenge

JOOR has a traditional web application and an iPad app for customers to interact with the system, browse brands and place orders. The Brand information required for this was updated through various processes like database script, manual entries and flat files. This process was not efficient and would often result in orders placed for items that are no longer in inventory or offered. This required a number of human workforce to manage and keep the data up-to-date. Even with manual oversight, orders often need to be cancelled due to incorrect data - costing money. This prevented JOOR from growing the business in terms of overall volume and number of customers that they can quickly on-board and service.

Trigent Services and Solution

Trigent's team of architects and developers worked with JOOR to create an integrations layer to allow members (Brands and Retailers) to send JOOR style, customer and order data. Trigent created a set of public Application Program Interfaces (APIs) in the form of industry standard RESTful web services. These APIs were then used to create integration adapters specific to each Brand. The APIs allow to POST customers, inventory and style master data in real-time; GET orders and mark them as completed; validate data through powerful rule set to prevent import errors. This streamlined and automated most of the interactions between members and JOOR. In future, the API will be used to make app for different devices. The API enables direct integration with EDI based MIS systems of Brands, leading to close interactions between the systems to reduce processing times and eliminate manual processing.

Technology Stack

- ✓ Python, Django
- ✓ WSGIServer
- ✓ Github, Tortoise Git
- ✓ RESTful Web Services
- ✓ WSGIServer
- ✓ PostgreSQL
- ✓ Eclipse
- ✓ JSON, XML, EDI
- ✓ SOAP UI

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Client Benefits

- ❑ Due to streamlining of the Brand insertion/update process, JOOR was able to reduce the back office workforce by 75%
- ❑ Members were able to upload inventory as often as needed to keep JOOR in sync with their backed systems and provide accurate and reliable information to buyers
- ❑ Time to onboard new Brand and to setup integrations with their back-end system was reduced by 80% while offering limitless amount of customization
- ❑ These API's provided an integrations layer in a flexible architecture, that allowed JOOR platform to scale easily and serve more customers