

## CASE STUDY

# Product Enhancements and Maintenance for a Leading Online Retailer

### Company Description

The client is an e-commerce retailer of handbags, backpacks, business cases, urban bags, luggage, and travel accessories. The client represents more than 350 brands and also owns and operates other electronic commerce sites for shoe and bags. In addition, the client operates e-commerce micro sites for their partner brands.

### Project Objective

- ❑ Development of an intuitive tool for bulk uploading and management of information about new models, products
- ❑ Maintenance of existing models and SKUs' for all the categories

### Customer Challenges

With a growth in business, updating information about new products offerings from various merchandisers was becoming time consuming and error prone due to the manual process involved. The client wanted a faster, efficient way of efficiently uploading & managing the vast amount of information. Secondly the existing information about products was becoming difficult to maintain and keep it updated.

### Trigent's Solution

The client selected Trigent to develop the solution to improve and build the their supply chain. Trigent conducted an in depth study to discover the pain points associated with uploading of information by merchandisers and vendors.

The solution developed-

- ❑ Provide a Bulk upload utility to upload and maintain information on various product categories
- ❑ Automates the process of loading product and SKU information for merchandisers and vendors
- ❑ Prevents mismatch of products with their descriptions on the client site
- ❑ Facilitates displaying up-to-date information on bags and shoes on the client site

### Client

World's largest retailer of leather accessories

### Project Objective

- ✓ Easy and faster uploading of new product information
- ✓ Maintenance of existing models & SKU's for all categories

### Technology

- ✓ Microsoft .Net platform
- ✓ MS SQL Server 2000
- ✓ Windows 2000/XP
- ✓ Visual Source Safe
- ✓ VS.Net 2003
- ✓ LLBL Gen

### Benefits

- ✓ Shorter time to market
- ✓ Greater convenience and comprehensiveness of product information for customers
- ✓ Easy & faster access for vendors to upload new product information
- ✓ Performance improvements

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### **Client Benefits**

Trigent helped the client realize profitability by streamlining the critical uploading process of products in a faster and efficient way. Some of the other benefits include

- ❑ Shortened time to market new products
- ❑ Greater convenience and more choices for shoppers to choose products from
- ❑ Vendors/Suppliers can upload products and start selling in hours rather than the days that it previously took
- ❑ Performance improvements gained through the automation of bulk upload