

# Re-imagining the B2C e-commerce landscape

for a leading housewares' manufacturer



## Objective

Explore end-to-end B2C e-commerce landscape including backend systems

Probe client-stated pain points related to order management, inventory visibility, and user experience

Analyze existing implementation and provide recommendations for enhancing B2C experience to support current and future needs

## Client description

The client is a US-based manufacturer and distributor of housewares and beauty products with multiple brands and websites selling products both in the US and Europe market and using Magento as the B2C eCommerce engine and Oracle EBS for order management and inventory management

# Business challenges

- 01 Overall order orchestration required validation to be at industry standards
- 02 A high volume of backorders as real-time inventory visibility, including ATP and ATR (one view of inventory), didn't exist
- 03 Fulfillment challenges because of difficulty distinguishing between B2B and B2C orders required attention
- 04 Capability gaps with B2C eCommerce implementation needed to be identified
- 05 Pain points associated with core commerce had the highest score, implying significant scope for improvement
- 06 Backend support systems like order management and order fulfillment demanded major consideration

## Our solution

- 01 Analyzed and identified 70+ pain points across different categories and prioritized them according to business needs
- 02 Post detailed analysis, recommendations were provided in 3 categories -
  - » Strategic recommendations for transformation
  - » Technical short term quick wins
  - » Process-related recommendations
- 03 Designed future state architecture aligned with business capabilities
- 04 Provided roadmap to upgrade Magento to V2.4 and to migrate from on-premise to AWS
- 05 Recommended headless commerce for omni-channel experience

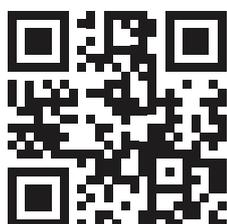
## Business impact



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