

B2C E-Commerce Application Development for a company offering Pneumatics and Automation solutions to get the orders online - USA

Client

An advanced solution provider in Pneumatics, Automation and Compressed Air Systems for diversified industries. Today, company has grown over years as a High Technology Corporation with a proven track record of providing Innovative, Cost-effective Energy Conservation Products and Technologies for applications including Compressed Air Systems, Textile Humidification, Indoor Air Conditioning and Power Augmentations.

Challenges

The client wanted a comprehensive online E-Commerce Solution to get the orders online from their customers. They need an e-commerce solution which meets their business needs as well as the existing SAP integrity. The solution should be secured and should be able to view the products and its prices only by the person with the proper login credentials. They also want us to develop a solution integrated with special offers, discount price / coupon options. The customer should be able to request for the quote, convert it in to a Proforma Invoice or to purchase order.

What We Did

CMARIX suggested to use Magento and go for the customization to meet the client's business needs. We did the customization such as Quotation, Proforma Invoice module in the existing sales order process. We also gave facility to update customer-wise offer and discount options. We provided the product level such as Category, Product and Sub product. The site has been built on CMS platform that client can update the website page contents as and when required.

Technologies Used

Magento, PHP, MySQL

Results

The following results are achieved from the provided application.

- ∞ Client can update page contents as and when required
- ∞ Client can receive orders through online
- ∞ Customers can get online quote before processing the final order
- ∞ Customer wise offers and discounts can be updated through online store
- ∞ Customers can send out private message and get reply in their inbox
- ∞ Customers can chat with company marketing & supporting person as and when required
- ∞ Client can generate various MIS reports related to their sales and orders
- ∞ Client can post news and events through site
- ∞ Client can send out Newsletters to their customers
- ∞ Client can process the orders and update the status online