DCAB – Digistyle Computer Aided Buying

Reverse Auction Solution – Case Study

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Summary

With 32 million customers in 29 countries, Hamburg-based Bonprix is one of the leading fashion retailers internationally. Clothes that suit people are not only a question of size and style but also affordability; this is why Bonprix stands for fashion that represents outstanding value for money. Bonprix customers have fun shopping on all channels – whether online, by catalogue or at the Bonprix Fashion Stores.

The client wanted an implementation of a flexible Auction platform, which will eliminate the need for collecting bids from various suppliers in different countries and choose the best supplier based on pricing, quality and lead time.

Easy transparency of information between the Buyers, Offices and the Suppliers. Changes in the Styles needs to be rightly informed to the Suppliers even while the Auction is in progress.

When Buyers used to go on buying trips, they wanted to have the bid information handy on their laptops so that they could take the appropriate decision.

Once the Order is placed with the Suppliers, Revision in the Delivery plan has be transparent and agreeable between Buyers and Suppliers.

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Challenges: High complexity in Negotiation and in Execution of Orders

Talking about the Pain areas, Bonprix had multiple systems to cater to & interfacing with these systems to get timely data for each system was difficult.

Each Department had its own way of functioning. Just as an example some departments needed price at a size level, while the others need it at item level.

In the past comparison and Negotiation was a tedious tasks. To calculate and to arrive at the best profitable deal was very time consuming. Calculations mostly done in excel

With Purchase Order, in the past buyers used to generate PO and send to the suppliers. Quite often it did not match the situation with the suppliers & there was a time lag until the revised order was generated.

Solutions: Seamless Negotiations and Ordering

Direction Software LLP created a B2B Auction platform to collect bids from Bonprix suppliers worldwide and linked this with the DCAB solution.

As the Auction module in DCAB interfaces with many complex systems for data collection, Direction Software LLP introduced Oracle jobs to collect and store data in a new database for faster data fetching & smoother data upload to the b2b system.

Highly programmed WSDL web-services with localizations are used to provide data security and correct data operation status for effective data upload to b2b systems

Direction Software LLP implemented MVP design pattern to make sure all complexity lies in one place with same inputs and if require modifications than needs to be changed in one place which will reflect in all systems.

With the help DCAB and the online auction platform, bids are collected & the buyers are well informed before going on a buying trip by exporting the collected bids into a laptop version & can take timely and effective decisions

The DCAB system has been designed to have the flexibility to define pricing at each levels.

The bulk Price calculation calculates the Landed Price, Profit Margin based on the factors defined for different countries. This module also facilitate buyers to deal with suppliers worldwide trading in multiple currencies by handling currency conversion to calculate Landed price, profit margin and taxes etc.

With the help of the SORDER module, data is transferred synchronously to the SCM platform. This results in transparency of understanding between the supplier & the buyer resulting in closer co-ordination very effectively.

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Benefits: Modularization and easy synchronization between systems

- Ability to collect bids with the help of the online auction platform.

- Ability to transfer data to the laptop version for the buying trips

- Buyers can take timely and effective decisions based on the bids received.

- Ability to revise Style information while the auction is in progress and seamless transparency with the suppliers.

- Ability to interchange data with other systems.

- Negotiations are seamless, not time dependent, can be done Offline / Online

- Complex bulk Price calculations to evaluate best price, Landed Price, & Profit Margin

- Planning of Quantity & Return can be done with ease for all KDF's

- Generation / Revision of Purchase Order and seamless integration with the SCM platform. Supply Chain module in DCAB also supports version maintenance or audit trail of data while migrating and transforming data from buyer to supplier and vice-versa.

- Felxibility for each department to work at different levels.

Technology

· VB.Net WinForms   · Oracle   · ASP.NET WSDL Web services   · SQL Server

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