



How Microsoft Dynamics CRM Helped a Leading E-commerce Vendor Improve their Supply Chain and Vendor Management Efficiency

For more information contact:
+ 91 (22) 6152 5000 | info@direction.biz | www.direction.biz



This client, synonymous with fashion and lifestyle, is arguably the most successful Indian e-commerce fashion portal. They sell apparel, footwear, fashion accessories, beauty products, fragrances and home accessories, among other fashion and lifestyle products. This company, which initially started in a one room office at Gurgaon towards the end of 2011, is now a part of the Global Fashion Group portfolio, a subsidiary of famous German online business developer.

For more information contact:
+ 91 (22) 6152 5000 | info@direction.biz | www.direction.biz

Challenges: The client's main requirements

They operate on a managed marketplace model, which means that their vendors and customers are both essential components of their operations. While the customer side is taken care of with an internal application, for vendors they chose Microsoft® Dynamics™ CRM to handle the process, with Direction Software LLP as their implementation partner. With more than a thousand vendors, they needed a robust, centralized system for their vendor lead tracking, vendor on-boarding, order processing and logistics operations.

Solutions: Pain points that the solution helped alleviate

Vendor Lead Management

- Handling enquiries of new vendors
- Enquiry stages
- Approval and negotiation management

Vendor on Boarding

- Vendor registration
- Vendor configuration
- Vendor approval

Vendor Catalogue & Inventory

- Catalogue uploading
- Change request
- Email notification
- Approval
- Product updation

Logistics Management

- Logistics provider information
- Assignment of logistics provider on priority and pin code basis

Dashboards & MIS Reports

Integration with Internal System

Benefits: Direct and tangible benefits to this client after implementation

- Through the automation of their vendor on-boarding, they increased their efficiency by 50%.
- The integration with internal management prevented the duplication of entries, which resulted in their saving a substantial number of man hours.
- The boost to adaptability that the application provided due to its interface, resulted in a faster ROI for them.
- Faster retrieval of information related to the on-boarding of vendors provided a tangible benefit in the form of better vendor service.
- Automating the approval process of vendors, helped them gain a competitive advantage through the faster rollout of new products.

About Direction Software LLP

We are a software services firm, specializing in developing & implementing Internet strategies for businesses & providing high-end software development services including Custom Programming & Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction Software LLP is fully equipped with state-of-the-art infrastructure and networked with redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.