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Introduction

A case study of Online Store order fulfillment and update inventory for a chain of retail store located in various states.

The Problem

A US based company have retail chain store located at various location in multiple states. Company attract youths by selling apparel, shoes, gadget for adventure sports. Besides selling their products through chain of retail sales store, company also have a web store, a online eCommerce shopping web site selling same products for convenience of customer who are residing far away from their sales store and increase customer strength and generate revenue by transcending geographical locations. Customer visits their online site and place order. At sales store company has point of sales system to process customer orders which generate order invoice and process payment and centralize inventory update. Company online web store maintains it's owns product catalogue and orders log in web site database. The challenge is to transfer order details from web order to company store so fulfillment of order takes place and keep web catalogues counters up to hours so web site store reflect latest inventory positions.

The Solution

The company uses legacy applications at store locations and ware houses to maintain sales and process orders and inventory management. A mechanism is required to send order details of orders placed on ecommerce site to order processing system and receive confirmation that the orders sent has been processed. Same kind of mechanism required to retrieve current inventory status details to update online ecommerce store data base.

The proposed solution is automatically retrieve web orders into legacy order processing system as working invoice and send inventory details into web database. At regular interval or event using a remote call a exchange of order download and inventory upload takes place between legacy and web systems. The orders are sent in



Batches and reported back that has been fulfilled. The following section talks about and leverage the technology used to solve problem.

Technology

As two heterogeneous systems runs on different environment and use of SOAP web service is first choice to exchange data and XML is the standard format to exchange order and inventory data. To maintain data integrity legacy data formats for inventory and order has been maintained. Any customization required in product details is done at web end after receiving product details. A web service running at legacy end invokes a function of web service at web end to upload product details. The product details are automatically uploaded into web db system and web catalogue is updated with new product details. Another function is invoked to retrieve order batch details. After receiving order details Legacy order systems generate the invoice and fulfill the order for shipment of the product. The confirmation of order batch processed is sent to web end.

Benefits

The various stake holders receive different benefits as subject to their interaction with the system. Customers have up to hour product and catalogue details on online store and can make informed decision about product purchase. Order fulfillment department process the order from a single place using their used to system and since products shipment also take placed in real time. Keeping all systems data synchronized makes the all entities well informed.