

CASE STUDY

B2B Wholesale Online Auction Platform and Distribution System for a large US warehouses firm

The Client

Our client, is a 12 years business group headquartered in USA and operates from multiple countries worldwide. Their marketplace is fully online where products can be sold and purchased internationally by brand name wholesalers, discount retailers and bulk lot buyers. They operate warehouses and distribution networks and act as an integrated servicing platform for the sampling, receiving, quality control and shipping of auctioned lots.



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Business Situation

The client wanted to build a platform which enables sellers to display their products for auctioning and attract wholesale buyers to trade. Also they need to proactively protect genuine sellers from abusive buyers. Briskon worked with the client to create a seamlessly integrated online platform and enable the client to achieve this goal.

The Challenges

The existing systems and processes which were procured over a peiod of time, had the following challenges:

- Reduced efficiency and productivity on all business processes
- Large manpower needed to manage operations
- Services offered were not integrated causing disruptions in workflow
- Substantial cost overheads to run and maintain offline systems
- Un-scalable solution

The Solution

We used two methods to improve seller experience : focus on generating goodwill among sellers and reducing bad selling experiences. We used our Briskon e-Auction framework to build the entire system upon.

We developed a specific platform for client with following distinguished elements

- Generate heuristics-based rules to auto-suspend abusive buyers on the platform
- A framework which can be easily scaled out to handle large volume transactional data
- Integration with online banks, ERP and supply chain systems for controlled delivery of goods being auctioned
- A platform was created to register brand partners, buyers and sellers one
- Available online 24*7
- Accessibility from any geographical location
- Secure as it authenticates the user through user id and password
- Searchable auctions to select from
- Easy navigation and user experience
- Usage tracking
- Audit trails

Important features captured with solution:

Business to business(B2B) web auction model resembles consumer online auction. In the large company model the business creates its own auction site that sells excess inventory and in the small company model, a third party web auction site takes the place of the broker and auction excess inventory is listed on the site by a smaller sellers.

At a high level, the following components were developed

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- User Management
- Bidding Engine
- Content Management System
- Real time Alerts
- Search
- Matching Engine

The Benefits

- Higher repeat purchases
- A stickier website
- Expansion of auction business
- Opportunities to find unique items and collectibles
- Lower prices, entertainment, anonymity and convenience
- Increase revenues
- Optimal price settings
- Better customer relationships
- Lower transaction costs and lower administrative costs

About Briskon

Founded in 2005, Briskon is a global software application development, mobile apps development, digital transformation and web development company operates from Dallas, Texas and Bangalore.

Briskon is a highly process driven organization with extensive experience of working with great companies. The young and vibrant team of Briskon consists of highly skilled managers, analysts, designers, developers and QA personnel, working together we deliver world-class quality products and solutions. Our unerring commitment to quality and continuous learning to stay abreast of the latest technologies enables us to consistently deliver customer delight.

Our approach extends our innovative technological capabilities to service clients across all domains. Briskon's solutions expand to cover the entire spectrum of IT, software products, digital transformation, digital marketing and professional services. In order to serve our clients more efficiently, Briskon has split its strategic business units into 3 distinct focus areas:

Solutions Engineering Group (SEG)
Professional Services Group (PSG)
Offshore Services & Support (OSS)

Contact us today for your IT needs and demo on our solutions

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