

## Case Study

# Optimization & Modernization of B2B Trading platform and Implementation of Multichannel payment facility

Revenue: \$600+ M



## About the Client

Our client was founded in 1915 as an independent college bookstore and has evolved into a college textbook wholesaler and point-of-sale solution provider. Over 400 university stores utilize their POS, e-commerce platform and fulfilment software applications to cater to their customers.



## Challenge

### 1. B2B Trading Platform

The client's B2B web application for procurement of text books for the college book stores was written well over 10 years ago and lacked key current technology and business functions, which made it difficult for stores to effectively use it, and had a negative impact on the top line revenues and inherent inefficiencies. Integrative Systems, helped the client with their initiative to re-write the B2B web application using modern-day web design architecture and implemented key functionalities as mandated by the business users

### 2. Dropship

The client's marketplace procurement and fulfilment were mainly FTP based. The client needed a way to communicate with marketplace providers and also provide their offerings through Web based APIs.

### 3. POS Payments

The client's credit card payment processing functions were contained within various applications; this made it difficult to maintain and reuse the logic. The Prism Payment initiative was aimed at having a central web-based API that all applications can utilize to process credit card payments.



## Solution

**Integrative Systems believes in simple and step by step solution for complex problems with high-end quality.**

- Integrative Systems developed a B2B application called "MyClient" to serve as the new modern-day website/web application for the stores to purchase textbooks from various sources. The new system allowed users to search for books or upload excel files listing all desired books and requested quantities. The website displayed the customer's uploaded books including their availability and pricing. Customers could then purchase the entire list or by selecting certain books and quantities they wished to order. Order history, summary, detail and statuses were also shown to customers.
- Integrative Systems developed a central Web API, which could be used by various other software applications to procure or offer textbooks to and from marketplace providers. The providers included multibillion dollar, as well as newer technology companies.
- Integrative Systems developed a central Web API to serve up a payment providers' API and iFrame which other software applications could utilize. The key feature was that this new functionality provided a secure and PCI compliant solution that is easy to maintain and extend. The main payment providers were shift4, Freedom Pay and Pay Pal.



## Business Outcomes Delivered

- "MyClient" orders reached a little over \$1.5M within the first three months of implementation. Customers raved about the new features of "MyClient".
- Dropship allowed the client to provide its customers new avenues of finding books when our client could not fulfill the order; thus new sales were won when otherwise the customer would have gone elsewhere. Additionally, the client could now offer their textbooks to other resellers.
- Reduced technical debt, TCO (Total cost of ownership) of the technology infrastructure; the logic of processing payments was isolated to one code base.



## Tools & Technology Used

Microsoft .Net, Angular, WebApi



## About Integrative Systems

Headquartered in Chicago, IL – Integrative Systems is a 25-year-old software development and back-office services company with our Excellence (COE) in Pune, India. Our mission is to help our customers leverage "Best-in-Class" IT capabilities to drive innovation and unlock business value – resulting in increased top line revenues and better bottom line profits. Solving technological challenges for our startup clients as well as global enterprises is the essence of our approach when it comes to custom software application development.

We are unique in our ability to implement transformative business solutions through the alignment of company's strategy, objectives, business capabilities, processes and technology stack.

Integrative Systems has broad experience in industries such as software, technology, eCommerce, logistics, retail, education and manufacturing. With our expertise, we have served clients in the revenue range of \$6 billion to \$100 billion – and helped them stay ahead of change.



## Disclaimer

Integrative Systems case studies are borne by a confidentiality agreement between Integrative Systems and its client. If you wish to know more about the client, feel free to contact us.