

# Customized Online to Offline Digital Commerce System for a Large Chinese Consumer Goods Manufacturer

## Overview of the Client

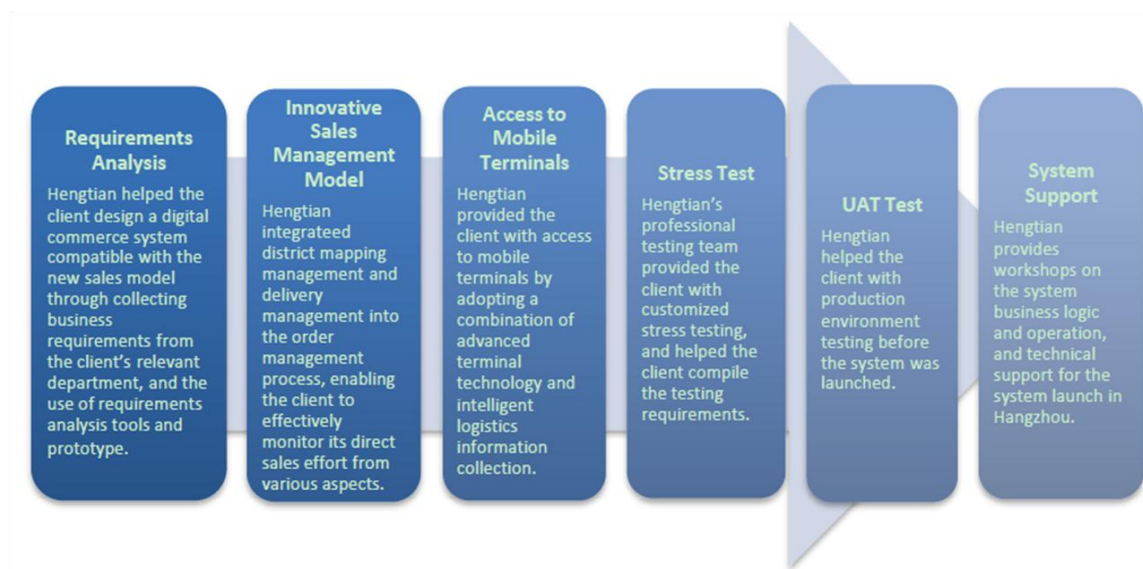
The client is one of the largest consumer goods manufacturers in China.

## Services Provided

In answer to the rapid business growth, and to survive amongst the intense competition, the client is in an urgent need for updating its sales model with the enhancement of its IT systems. The client hopes to provide company executives with accurate data and improve operational efficiency through a well-developed digital commerce system, in order to secure an advantageous position in the future competition. The successful launch of this platform places the client ahead of its rivals in O2O digital commerce business.

## Service Details

In 2013, Hengtian formed a strategic partnership in enterprise informationization with the client, providing the latter with a one-stop services package including business requirements analysis, application development framework design, development, testing, and deployment, server hardware selection, systematic training and technical support.



## Highlights of the Solution

Hengtian' s solution brings about a brand-new, user-friendly, easy to operate, highly reliable digital commerce system. Centered on the new business model, the new system manages to improve user experience and efficiency of the staff at all levels of the client' s business sector by map locating, order automatic routing and other innovative features, therefore laying a solid foundation for the client' s building of information-based platform.



- **Building Testing Environment**

According to the client' s requirements, some functions can be turned on or off on the platform.

- **Standardized Logistics & Inventory Management**

The platform provides standard logistics and inventory management components in the industry to facilitate logistics and inventory management.

- **Optimized Customer Management**

The platform provides CRM modules, allowing the client to maintain close contact with its customers.

- **Diversed Sales Channels**

In addition to the traditional online ordering business, the platform also supports mobile office and mobile shopping.

- **Intelligent Reporting Engine**

The system provides intelligent reporting modules which allows the client to customize report fields. It is built on big data, which allows the analsis of customer behaviors and market expectations.

## Voice of the Client

"Hengtian' s employees have high technical capabilities and accurate judgment, they are quick thinking and far-sighted. It is thanks to them that the system is able to accommodate high concurrent access by a large number of visitors."

—Client IT Manager

"Hengtian' s employees are professional and hard working. The interface that they designed is user friendly and practical. In order to release the system on schedule, they were willing to sacrifice their personal time. They made outstanding contributions to the launching of the system."

—Client Customer Service Manager