Hengtian Develops Non-tobacco E-commerce Platform for a Client

Overview of the Client

The client is a brand new E-commerce enterprise formed by a Tobacco Bureau and a public IT company in China.

Services Provided

Hengtian has provided the client with an O2O E-commerce platform, which uses the Tobacco Bureau's 5.6 million retail outlets as the foundation to build and operate a modern non-tobacco E-commerce system that makes retails and consumers to order non-tobacco goods online. The core business of the non-tobacco E-commerce system achieves B2B electronic trading close loop. Operation personnel are able to promote sales on the backend by purchasing and stocking goods; consumers can then place orders on the online purchase website. These orders are then transferred to the ERP system, which designates a nearby warehouse for delivery of the goods. Once the consumer receives his order, the ERP system will upload the order information to the finance system to complete the financial registration. The E-commerce platform includes the following core modules: goods management, promotion management, on/off the shelves management, user authority management, supplier management, supplier contract management, warehouse management, purchase management, inventory management, in/out warehouse management, account settlement management, financial management, and reporting management.
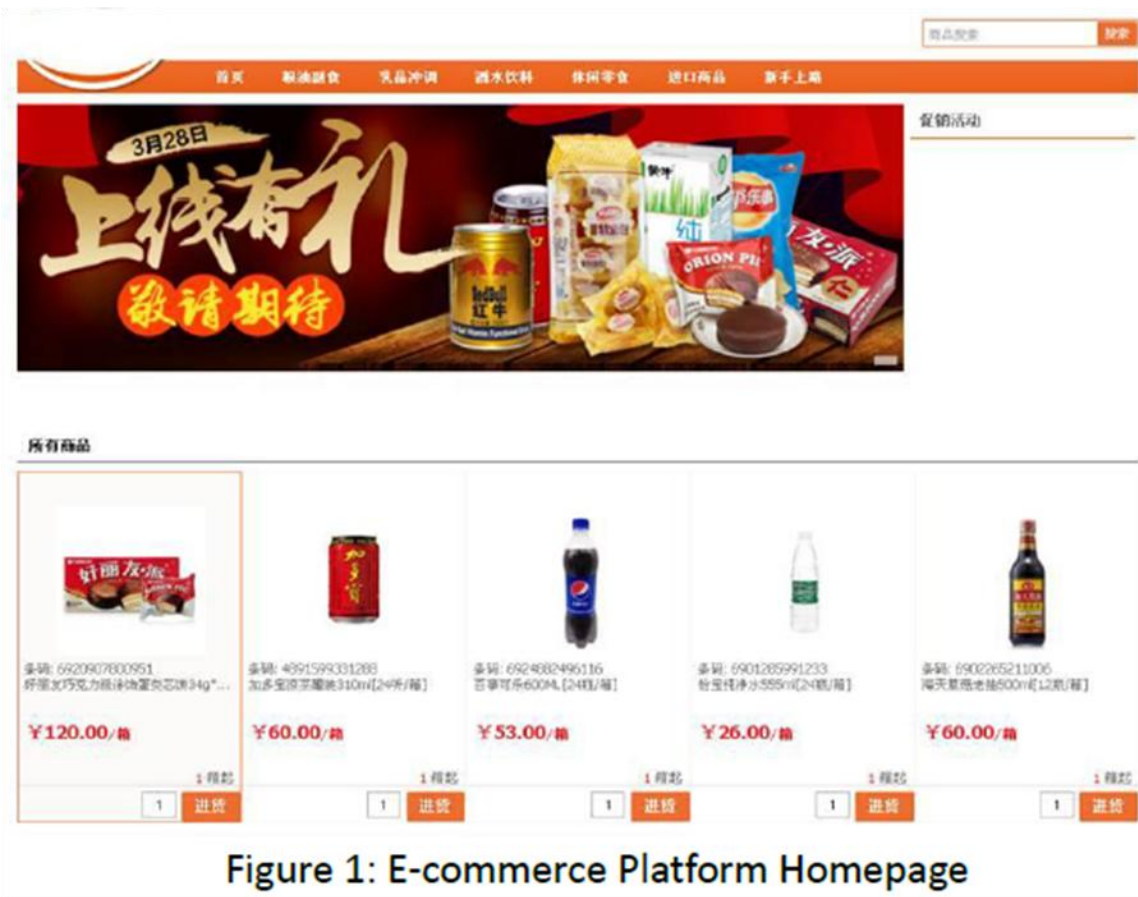
Figure 1: E-commerce Platform Homepage

Highlights of the Hengtian Solution

- Provides a cloud-based platform to achieve a flexible expansion of business

- Professional cloud security to defend against hijacking attacks from various scripts

- Multi-platform, seamless access, which integrates traffic flow from Tmall and JD.com

- Contains flexible promotional links that can be shared with Portal, Blog, Wechat, and QR Code posters

- A precision search recommendation system that always display relevant search results in the most prominent position

- Strong real-time monitoring and early warning mechanism

- Compatible with mobile phones, tablets, and PCs

Voice of the Client

"The E-commerce platform has been able to meet the fundamental requirements of the business in a short amount of time. Not only was the technical team able to complete a difficult customization service, but they also provided excellent on-site support."

—Director of Operations