



System Integration



Both these companies are major arts and craft wholesalers.

Although their core business was supplying product to retailers, they wanted to provide a shop window to their consumer base and offer a streamlined and efficient way for their retailer to do business with them.

They had a good reputation in the industry and a relatively loyal consumer base.

However they both lacked engagement with their consumer base.

Problem

How to automate repetitive error prone steps.
How to pass data seamlessly between systems

Solution

Design APIs / interfaces that allowed systems to share data.
Build the system glue that allowed these interfaces to pass the data between systems.

My Role

Devised the business model
Designed the algorithms
Designed the interfaces
Rolled out the strategy
Developed the solution

Centralise data and control

The companies both had a huge range of stock and keeping consumers and retailers informed had become a nightmare.

The back office problems had been solved with the introduction of an ERP system that controlled retailer ordering and invoicing, however the automation stopped there.

The key was to automate the delivery of product information and content to the outside world. To the general public via the public website, but also retailer information via the retailer extranet.

The public wanted to know about products and wanted inspiration on how to use the products they had purchased, but also advice and guidance on products they were going to purchase.

The retailer wanted pricing information, margins, discounts, bulk volume pricing, online ordering, order and invoice history and, for the more advanced, live feeds to their own IT systems and websites.

The solution was to build interfaces to all the systems, this allowed the development of glue that permitted the systems to pass data between the interfaces, cutting out endless repetitive, error prone steps.