

Case Study



Client Profile:

MyOffice Connect is a "Business To Business" portal that fulfills all the office needs under one virtual roof. Be it stationery, diaries, office supplies, office consumables - you will find all items for your office needs on this portal. The idea of this project was to build a one stop shop for all office requirements. From paper to pantry products, the portal would offer the user the comfort of shopping online for office materials, without having to deal with multiple vendors.

Tecnology Used:

Magento Commerce
Community version

Business Situation:

The MyOfficeConnect team had initially started the business with the help of vendors through whom they used to serve a set of retail and corporate customers. They were boundary-specific since they were serving customers inside Bangalore city only. As the company grew, they wanted to reach out to customers in different geographic areas. Thus the need for an online portal came about. This new portal would help the MyOfficeConnect team to target new geographies and serve these customers' needs.

Solution Approach:

Based on the client's requirements & specifications, a website portal was designed using Magento Commerce. The portal strives to achieve the highest level of customer satisfaction through a cutting edge e-commerce platform. A highly experienced delivery team built the portal which allowed the team to give customers a bunch of benefits. Some of the benefits include convenience to order, variety of products to choose from, timely delivery of products at the customer's door steps and so on. Through this portal the user was able to customize invoices and was able to keep track of the order, inventory etc. Since the primary targets were B2B customers, the website was designed in such a way that suited their needs. Features such as inventory management, customer management & customer group management were also put in place. Many more additional features were added to make the customer's ecommerce experience unique. Some of these features included multiple wish lists, recurring orders, request for quotes, customized pricing policy, floating shopping cart etc.

Benefits & Results:

- ❑ The portal provided an easy way to track multiple customer orders seamlessly.
- ❑ Generation of new business for the MyOffice team with more



customers absolutely loving the portal experience

- ❑ The new portal provided a powerful, fast and efficient marketing and communication medium for the MyOffice team.
- ❑ The portal was an inexpensive way to acquire new customers in previously unexplored locations.
- ❑ The portal also ensured that MyOfficeConnect had a 24/7 presence globally.

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