



Designed Multi-store Compatible E-Commerce Application Using Conga Digital Commerce

Summary

The client engaged with Forsys to build a multi-store compatible Digital Commerce portal for its Spalding division. The client wanted to simplify product selection and enable its customers to seamlessly view and place orders through the eCommerce platform.

Forsys designed a self-service Digital Commerce portal using Conga (formerly APTTUS), simplified collaboration between dealers and sales, integrated payment processing, and resulted in seamless next-generation performance.

Problem Statement

The major challenges for the client were:



Extend CPQ to partners through an E-Commerce portal










Help partners and dealers view available products and place orders



Leverage the existing Spalding functionality to our customer's activewear and Jerzee brands







Solution

Forsys built a multi-store compatible digital commerce portal using Conga Digital Commerce solution for the client and resulted in the following advantages:

-  Developed a custom design that supports variants and variant selection
-  Simplified product selection for the users due to the unique design
-  Designed Multi-store compatible Digital Commerce platform
-  Supported the integration of Salesforce-APTTUS with Oracle EBS (ERP) for:
 -  Order management: Orders placed by the Dealers/Partners are created in Oracle. The Dealers can check order details and status on the eCommerce portal
 -  Product Management: The details of the products with their attributes and prices are updated from Oracle EBS
 -  Warehouse Management: The stock availability of the product at the warehouse in the portal is updated from ERP

Benefits

After designing the ecommerce application, the client observed:

-  Simplified collaboration between dealers and sales results in optimal support cost
-  Designed self-service commerce portal
-  Integrated decoration tool Inksoft to decorate products.
-  Enabled customers to decorate products
-  Enabled customers with the Payment Gateway option (CyberSource)
-  Accelerated user adoption with next generation performance

About the Client

The client, headquartered in Kentucky, US, is a clothing and sports equipment manufacturer. The client is a global maker and marketer of underwear, casual wear, jeanswear for women, children's wear, and t-shirts and fleece for the activewear industry. The client's Spalding division produces balls for team sports, such as American Football, Baseball, Softball, Volleyball, and Softball.

Technology/Tools

Inksoft tool

