



SOLUTION OVERVIEW

Customer Profile

Fircall is the specialist provider of data storage media, printer consumables and printer spares to organizations across the UK.

Business Situation

The solution provides B2B and B2C functionalities to corporate houses and individuals.

Solution

Fircall needed an e-commerce solution for procurement of data storage devices with the facility of providing customization options.

Benefits

- The Website features advice on products, price negotiations, orders, dispatch, accounts and queries.
- One-stop window for trade of all data storage devices and computer consumables (gadgets, gizmos) in a comprehensive manner.
- Improved end-user experience
- Speedy procurement process in place.
- B2B and B2C business models accomplished through same Website.
- Customizations of catalogue for users and special offers handling.
- Customized formula management.
- Efficient order management and order tracking system.
- Facility for managing loyalty schemes for redemption of loyalty points.

Software and Services

Operating system

Microsoft® Windows 2003

Technology

ASP, IIS 6.0, HTML

Designing

Photoshop, HTML, DHTML, Dream Weaver

Database

SQL Server 2000.

Business scenario and requirements

Fircall is the No. 1 retailer of computer consumables in the UK. It strongly felt the need to cater to a large client base spread across the country. The business module aimed to cater to corporate houses, as well as individuals, and thus an effective Web presence was required. The site today not only caters to its target customers but also boasts an Endless list of products featured on its Website.

Solutions: Website Features

- Registration and Login
- Manufacturer Management
- Product Catalogue
- Bespoke Catalogue
- Product Index
- Favourite Catalogue Management
- Associated Product Management
- Special Offer
- Quick Order Facility
- Availability Management
- Delivery Charges Management
- Product Search

Corporate Account ▾ Customer ▾ Manufacturer ▾ Product Catalogue ▾ Bespoke Catalogue ▾ Order ▾ News ▾ Miscellaneous ▾

Loyalty Scheme Management

Add Loyalty Scheme

Scheme Name	<input type="text"/>
Start Date	17-Sep-2005
End Date	18-Sep-2005
Redeem In	<input type="text"/> Days
Golden Point Cost	<input type="text"/>
Golden Point Value	<input type="text"/>
Additional Point Cost	<input type="text"/>
Additional Point Value	<input type="text"/>

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Product Catalogue Management

List of Category

Sl. No.	Category Name	View	Edit	Visibility	Delete
1.	Accessories	View	Edit	✓	Delete
2.	Bday	View	Edit	✓	Delete
3.	CD-R	View	Edit	✓	Delete
4.	cleaning products	View	Edit	✓	Delete
5.	compatible developers	View	Edit	✓	Delete
6.	compatible drums	View	Edit	✓	Delete
7.	compatible ink cartridges	View	Edit	✓	Delete
8.	compatible laser toners	View	Edit	✓	Delete
9.	DATA Storage Tapes	View	Edit	✓	Delete
10.	Developers	View	Edit	✓	Delete
11.	Disks	View	Edit	✓	Delete
12.	DVD	View	Edit	✓	Delete

Backend

Module Bespoke Catalogue Management

This will allow the admin to manage bespoke product catalogue with special prices for the corporate clients.

User Function

- Login to the site
- View bespoke Catalogue
- Select and View product details
- Add/Delete product to/from shopping cart
- Checkout

Administrator Function

- Add/Modify/Delete Special Price
- Adding a special includes:-
 - Select the client
 - Select the Products

Set special prices for the selected client on selected products.

Module Favorite Catalogue Management

This module will facilitate users to add selected items to favourite catalogue. So that one will be able to shop these collectively after several visits.

Administrator Function

- None

User Function

- Add/Modify/Delete items to the favourite catalogue

Module Associated Product Management

This module will facilitate admin to manage the associated products. These associated products will be displayed with the product searched or navigated by the user.

Administrator Function

- Add/Modify/Delete Associated Products

User Function

- User will be able to view the associated products with the details of the selected product. User will be able to select both displayed product as well as the associated product for shopping

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