



**GIFTING E-TAILER FILLS ITS
TECHNOLOGY CART WITH
XTGLOBAL'S ORACLE
INTEGRATION SOLUTIONS**



Overview

XTGlobal helped an award-winning e-tailer of gifting & handcrafted products boost their productivity and overcome workflow bottlenecks processing issues. With Automation, Intelligent Invoice Processing, and better Integrations using OIC (Oracle Integrations Cloud), the company can now handle any number of orders quickly and efficiently, even in peak seasons.

About the Client

The client is a 25-year-old gifting retail and wholesale company based in Kansas. Having started with a vision to offer curated gifts specially handcrafted by artisans, the company has since expanded its product line to include several categories like Health & Beauty, Home & Living,

Customer Objectives and Challenges

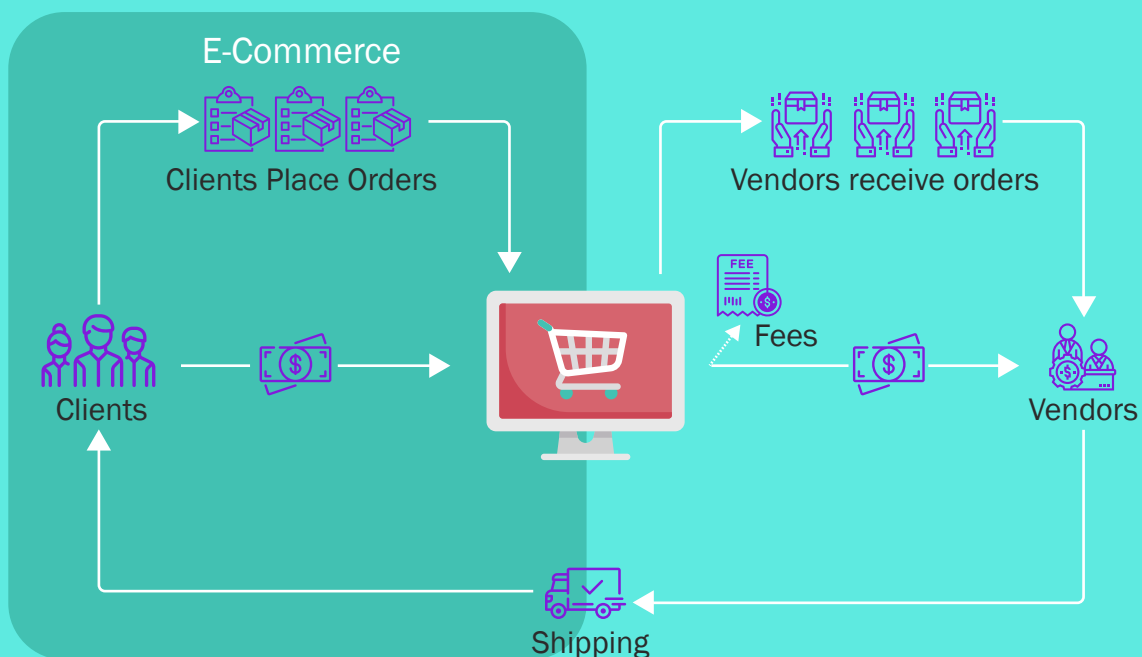
Being an E-commerce wholesaler and retailer, the company works with over 100 artisans across several geographical areas and processes customer orders from across the country. With numerous vendors, the processes can be quite complex as it requires collecting the orders from multiple customers, processing them, communicating the status to customers, handling the payments, and coordinating with the vendors to ensure that the customers receive the orders on time.

The company was using Home Grown Web Hooks for integration as a Middleware for order processing. However, issues like frequent shutdowns and server issues were resulting in processing delays. The issues were multifold particularly during peak seasons and the company had to take on humongous amounts of manual work because of maintenance and downtime.

Client Snapshot

| | |
|---------------------|---------------------------------------|
| Industry | E-Tailing |
| Company Revenue | +\$130 million |
| Geographies Covered | USA |
| Legacy Platform | Home Grown Web Hooks for integrations |

MARKETPLACE

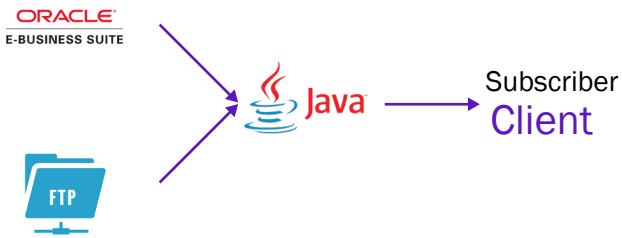


Solutions

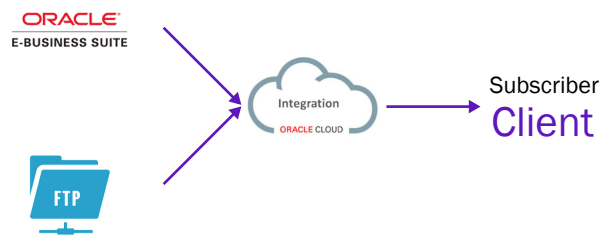
XTGlobal suggested using robust and stable tools such as Oracle Cloud Infrastructure (OCI), Oracle Integration Cloud (OIC), and Oracle E-Business Suite (EBS), after understanding the customer's issues and studying the market thoroughly.

| Solutions Snapshot | |
|---------------------|--|
| Modules Implemented | Oracle Cloud Infrastructure, Oracle Integration Cloud, Oracle E-Business Suite |
| Methodology Adopted | Agile |
| Deployment Location | USA from XTGlobal's Indian Off-shore Development Center |

Previous Architecture



Modified Architecture by XTGlobal



Outcomes

After migrating to Oracle Integration Cloud, the client witnessed tangible benefits as well a tremendous change in the ways they were handling core activities such as planning, budgeting, and forecasting.

With Intelligent Automation, the company could speed up invoice processing and exception handling, which in turn had a positive effect on customer experience.

Oracle Cloud Infrastructure gave the company a robust platform to process and govern expenditures.

Oracle Integrations Cloud allowed integration of key business applications, core platforms, and customers. OIC also enabled accelerated connectivity with multiple back-end billing transaction applications including Oracle E-Business Suite, Custom Applications, and Microsoft SharePoint for storing bill images.

Over 55% of invoices could now be automatically validated using core OCI services, eliminating the need for manual workarounds.



Improved Performance



Increased Efficiency



Reduced Down-Time and Failures by 100%



Decreased Manual Work



Lowered Transactions Processing Costs by 40%



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