



IBIL Solutions

Case Study

**Single customer view for a
Wholesale Dealer company**

The Client

The client is a wholesale dealer of manufacturing parts, serving customers in the manufacturing segment.

Challenges

The client could not get a single detailed view of their existing customers, thereby reducing opportunities to service their customers better or cross-sell / up-sell products.

Solution

The solution involved the following components –

- One-time migration of customer and product data from legacy system
- Core logic of identifying unique customers through a combination of mobile number, e-mail Id, date of birth and ID proof, filtering false positive cases
- Integration with transaction processing system to link onboarding/offboarding, products, transactions & activities to each customer
- Web services developed to enable front-end system get a single view of the customers relationship with the dealer
- Phase-2 involved mobile enabling the system for dealers agents

Technology

- Java/J2EE on Tomcat Application Server
- Spring Integration, Smooks (Java integration framework)
- Web Services (REST)
- MySQL Database

Benefits

The solution helped the customer get a unified view of their customers, thereby enabling better servicing of their customers.



About IBIL Global

IBIL Global (www.ibilglobal.com) is an IT services company based in Sydney, Australia with an offshore centre in Technopark, Trivandrum, India. IBIL Global helps customers improve business resilience by providing solutions that integrate deep industry insights, leading technologies and future-ready processes. IBIL Global's application testing services enhance the quality of the applications whilst reducing costs, saving development time, maximizing customer's ROI from QA and Testing.

We are highly proficient in the areas of application testing and providing high-end solutions around quality management products. We also specialize in ERP application implementation, customization and business analysis. We address the critical challenges of today's business community with innovation and initiative.