



BOSCH

Invented for life

USER DELIGHT DELIVERED THROUGH AN INTEGRATED B2B E-COMMERCE MARKETPLACE

DEVELOPED FOR A HEALTHCARE SUPPLY CHAIN AND LOGISTICS PROVIDER IN THE MIDDLE EAST

Bosch developed and implemented a completely customized, comprehensive and integrated B2B marketplace on the SAP Hybris Commerce. The intuitively designed e-commerce platform delivered measured end-user delight through an efficient data transparency approach along with an effortless order management process.

Customer Problem

The Solution



Information asymmetry between key stakeholders

- ▶ Suppliers and Customers (Government Hospitals)

A single flexible marketplace platform that could accommodate complex business needs-

- ▶ Order submission
- ▶ Order approval
- ▶ Order fulfillment



Complicated ordering process

- ▶ Absence of interaction between suppliers and customers

Real-time notifications through 2 middleware handling 14 interfaces with SMS and e-mail integration



Multi-browser, device-responsive and multilingual website



Inventory wastage

- ▶ Expiry of medicines due to demand-supply gaps

Drastically reduced process time through a fully customized digital back-office processes with workflows, reports and user-friendly dashboards



Long delivery period (3-4 months)

- ▶ Multiple offline applications for operations processes

THE RESULTS



Intuitive and user-friendly UI and UX front-end systems



^Customer delight CX via proactive communication (availability, reports and transparent & fixed pricing)



10% Reduction in carried inventory



25% Reduction in delivery time

Contact us

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[Website Link](#)

