

# CASE STUDY

**RoweryStylowe.pl**  
*Rower to nie tylko sport*

**RoweryStylowe.pl**  
HURTOWNIA

# PROJECT

Online retail store RoweryStylowe.pl and wholesale store Hurt.RoweryStylowe.pl are key projects of the company Sentido which imports and sells Dutch bicycles and accessories on the Polish market.

The company officially represents a range of leading Dutch brands. Consequently they offer a full range of products from Dutch companies such as: Sparta, Batavus and Gazelle.



# CHALLENGE

With the increase of retail and B2B sales in the company difficulties have arisen, especially as regards quick warehouse shipping management. A large number of products combined with the fast growing sales volume has caused problems in supplying the warehouse with goods from external suppliers.

The client's wish was to **automate processes taking place in the company by integrating the retail and wholesale store with suppliers**. This operation, among other things, was intended to minimise the manual work of employees. This process was embarked upon in order to support the company's development without having to hire additional staff.



# IMPLEMENTATION



First we reviewed and analysed the technical documentation of the information systems (APIs) of external wholesalers. Then we sorted out the data that allowed us to plan mechanisms for:

- inventory updates
- automatic order placement in warehouses

We had **6 different systems** to serve. Each of them operated on a different infrastructure.

- **Warehouse A**
  - the possibility of updating store warehouses through access to API based on REST architecture
  - the possibility of placing orders through the exchange of CSV files with the use of the FTP protocol
- **Warehouse B**
  - the possibility of updating store warehouses through access to API based on REST architecture
  - the possibility of placing orders through the exchange of XML files with the use of FTP protocol

- **Warehouse C**
  - the possibility of updating store warehouses through access to API based on REST architecture
  - the possibility of placing orders through access to API based on the SOAP record that uses XML files
- **Warehouse D**
  - the possibility of updating store warehouses through access to API based on the REST architecture
- **Warehouse E**
  - the possibility of updating store warehouses through access to API based on REST architecture and by parsing XML files
- **Warehouse F**
  - the possibility of updating store warehouses through parsing XML files

# IMPLEMENTATION



Before our improvements the ordering process was carried out in a different way. The store would order products for its customers every day, manually prepare each order and contact their wholesalers each time.

Thanks to the development of fast synchronization methods with wholesalers we managed to create a fully automated process of product updates, their inventory and availability. We have developed a fully automated ordering system, thanks to which the store deals perfectly with the package stream.

Currently, every day, on the basis of placed orders, a collective order is being automatically created. It includes products from the warehouse and contains products intended for immediate shipment to end customers. In addition, guidelines regarding grouping of ordered products are being sent.

Thanks to these changes products are already divided into smaller packages in the external warehouses. Then they are collectively sent on further as bigger packages or on pallets. The staff of Rowery Stylowe does not have to repack these products because they are already split according to their

actual recipients – an employee just needs to change the label on the carton. This means a huge saving of time and allows the company to propose much more attractive offers to wholesale customers. This is possible thanks to quick service, lower margins and the reduction of product misplacements during delivery.

Synchronisation, polling and the process of informing wholesalers is carried out automatically from a few to even a dozen times a day - depending on the demand. Thanks to these activities the offer of the store is always current, throughout the year, 24 hours a day.

The architecture of the retail and wholesale stores has been designed in such a way that the implementation of new warehouses or solutions is simple and fast. Most importantly - it does not generate large additional costs.

# RESULTS

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Creating the application that synchronizes the data between the customer's stores and the warehouses turned out to be beneficial in terms of finances also. Thanks to automation we managed to meet the requirements of a large number of store customers to facilitate and accelerate purchases without employing additional people.

Thanks to this effective and reliable approach we have been able to dramatically improve the work of our client.

At the beginning, before the integration of the new processes, there were about 2-3 thousand products and every single one was added manually. Thanks to the use of the auto update mechanism the retail store now offers around 15,000 products for sale and the wholesale store more than 52,000 products. Manual introduction and management of such a large product portfolio would have required the work of a much larger number of people.

*Thanks to the full automation of the mentioned processes work at our company has been systematized and many things that previously introduced chaos have become more predictable.*

*We have also managed to reduce employment. Now, one person, with the help of the introduced automation, is able to do work alone that would have required at least a few other people to help. I believe that without these changes the store could not function properly over a certain volume of orders.*

**Maciej Myszko RoweryStylowe.pl**