



AN ONLINE E-COMMERCE SOLUTION FOR A DAIRY PRODUCTS COMPANY



Unified B2C & B2B commerce across web, mobile & social channels

A self service model for customers to place orders and schedule their deliveries for dairy products using a digital e-commerce solution

From Sonata Software - [The Platformation Company](#)

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ABOUT THE CLIENT

One of the largest family-owned dairies producing and distributing full line of dairy products, including fresh milk, sour cream, cottage cheese, whipped cream, and more. The farm is home to more than 10,000 cows, provided with best possible care like nutritious diet, healthy living conditions and good medical care.

SOLUTION

An advanced e-commerce solution was implemented using Sonata's Kartopia platform to provide self-service options for customers to place orders. The new digital e-commerce solution supported:

- ✓ Order Management with B2B Pricing and delivery schedule rules
- ✓ User friendly, easy to access site with faster response time for customers and call centre
- ✓ High volume and wide range of products for customers to choose from
- ✓ Integration with Dynamics AX based ERP system for order processing & fulfilment

NEEDS

- B2B Commerce site with faster responsetime enabling customers to browse & place orders
- Solution to handle large order volumes – 400+ schools, 2500+ distinct products
- Integration of e-commerce solution with core ERP system for order processing

BENEFITS



Enable B2B commerce for customers to place orders directly



Improved business with online ordering



Seamless integration with core ERP system for order processing



Capability to handle **high volume** of orders and wide range of products

Sonata is a global technology company that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Distribution, Travel and Software industries, Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, RAPID DevOps Platform® and Halosys Mobility Platform®, best in class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services, as well as new digital applications like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.