



# UNIFIED CUSTOMER & RETAILER EXPERIENCE ACROSS THE STORE NETWORK



A hardware wholesaler implemented a common set of business functionalities across all its retail outlets, thus creating a uniform brand experience and streamlining the onboarding process for new retailers on the network.



From Sonata Software, **the Platformation™** Company

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Standardized business operations across a retailer ecosystem with Sonata's cloud-hosted platform

4400

RETAIL STORES ACROSS THE GLOBE

13

DISTRIBUTION CENTRES

## CONTEXT AND NEEDS

Our client, a globally recognized wholesaler of hardware merchandise supports a network of 4400 independent stores. The wholesaler not only supplies hardware inventory, but also helps the retailer network with store remodel support, in-depth inventory analysis, and marketing programs.

Over the years, the wholesaler had been unable to scale their operations effectively using their legacy platform. This platform not only offered limited functionalities, but also presented a very high cost of onboarding. Attracting and retaining retailers was, therefore, challenging for the wholesaler.

## SONATA SOLUTIONS

Sonata stepped in to provide a scalable cloud-hosted solution for the entire ecosystem. With this digital platform, the wholesaler and the retail network availed the following features:

- Standardized platform to enrol all retailers and simplify back-office operations
- Finance, supply chain, retail, and inventory management with analytics to aid decision-making
- Warehouse management with advanced features that supports 15+ retail distribution centres and fleet management
- Integration with key features like POS, and mobile solutions for transactions from the field
- Tier-based loyalty program for enhanced customer engagement

With this solution, the wholesaler standardized its retailers' operations on a **unified platform** and **future-proofed** their business model.

## RESULTS

Enhanced

EXPERIENCE

for retailers and customers across all stores

Optimized

OPERATIONS

for the wholesaler and retailers

Reduced

COSTS

of onboarding & ownership for retailers