



iVend Retail brings online & offline worlds closer to deliver a 360-degree view of inventory and customers for Bizgram

Company

Bizgram Asia Pte Ltd.

Industry

Electronics Store

Challenges

- Required an intuitive Point of Sale (POS) with real time price and stock update
- Single view of inventory was not available
- Previous application was unable to capture and update complete product details
- Lack of Integration to ERP
- A strong need to deliver customers and employees with a seamless experience
- Needed a secure and scalable to deliver engaging user experience

Solution & Services

iVend eCommerce, iVend Retail

Benefits

- Faster product discovery and increased sales
- Ability to better support site traffic with more product information
- Higher upsell and cross-sell through "frequently bought together" suggestions
- Enterprise ready features including promotions, rewards, loyalty and gift card management
- Solution scales alongside aggressive expansion plans

Location

Singapore, SEA



"On our old platform, making a new product category or simple editing took hours and required technical skills. Now we can do changes almost immediate and we can do it ourselves."

Niraj Agarwal - CEO / Managing Director
Bizgram Asia Pte Ltd

About Bizgram Asia Pte Ltd.

Bizgram Asia Pte Ltd is the Singapore Registered Government Supplier Under Gebiz for all purchases via tender system and able to provide exclusive discounted prices for IT / Computer products for all major brands. They hold huge inventory at their warehouse for fulfillment of orders for individual corporate branches or even major events for gadgets / backup solutions / data centers / servers / Cloud solutions.

Bizgram Asia was established in year 2009. Bizgram is Retailer, wholesaler, distributor and omnichannel business selling at ecommerce and marketplaces in Singapore and Malaysia.

Bizgram has offices in Singapore, Batam (Indonesia), Malaysia and Hong Kong and a chain of stores in Singapore and Indonesia



Business Challenge

Bizgram is one of the largest suppliers for a vast range of IT and Computer products and its legacy systems were holding it back from executing on its omnichannel vision.

At any given point of time company held an inventory of stocks ranging from \$100 to \$200 million. Bizgram wanted a system that could provide them real time view of all transactions with 360-degree view of the inventory at all times.

Updating product pricing, promotions, stocks, and critical information such as models and titles was a huge roadblock in their existing ecommerce solution. Each time the pricing or product information had to update, technical help and support was required.

The physical and online store was operational in siloes hence resulting in serious mismatch of ecommerce and in-store retail data for product contents. They wanted a responsive ecommerce solution that was easy-to-use and could be up and running quickly.

The Solution

After evaluating a couple of other solutions, Bizgram chose iVend ecommerce and iVend Retail to complement their omnichannel retail strategy. Bizgram decided to invest in a retail solution choosing that was designed to handle order management and omnichannel scenarios.

They wanted their online store to talk to one central order and inventory system. Single stock pool feature in iVend Enterprise provided the scalability and efficiency to run their omnichannel business by acting as the central system, managing inventory, orchestrating fulfillment, and handling payment.

Business Benefits

The built-in features of iVend eCommerce, help managing promotions and Bizgram can upload and edit CMS content without the need of a developer. Most importantly, the enhanced product discovery and improved brand visibility is a great boost to their existing online business. With MCOM plus Payments & Risk handling order processing and seamlessly managing payments, right out of the gate, Bizgram' omnichannel initiatives are yielding positive results

1. The in-store pick-up service has been received well by their customers
2. A seamless and connected retail experience has resulted in increasing customer interaction on all available retail touch points with the brand delivering an omnichannel retail experience
3. iVend eCommerce empowered Bizgram to increase their conversion rate and contributed to cut their bounce rates
4. The solution also helped Bizgram revamp their content/brand site strategy and present it to their customers in a new interactive interface
5. With increase in site traffic, conversions have increased too
6. The newly implemented solution utilizes single stock pool for fulfillment, bringing their online and offline worlds closer together and deliver a 360-degree view of their inventory and customers

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