



The Power of We™

Challenges

- Ensure smooth warehousing operations entailing stock management across locations
- Each of the client locations was using a mixed and matched mode of applications and facilities of auctions available in their vicinity
- All the auction processes from each location demanded an aligned and accountable system for stocks and purchases
- Most of them were proprietary in nature and had limited business features which created a huge discomfort for business compute

Solution

- To streamline an auctioning system for the sale and purchase of a list of warehousing and steel manufacturing items, a digital or electrical auction system was launched
- A unique and differentiating customer experience

Turnaround via Cloud Computing

Apps Intellect takes cloud to a new level, increasing uniformity across locations.

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The forward auction and reverse auction engines were then designed and developed by the Apps Intellect team with high level of security, access controls and integration with the back-end systems. Each transaction is audited automatically through high level of built in algorithms and is posted onto the SAP backend. The emailing and following up over phone calls system was replaced with an online portal integrated with the application.

A reverse auction is where the roles of the buyer and seller are switched. In an ordinary auction, which is the forward auction, buyers compete to obtain goods or services by offering higher prices. In the reverse system, the sellers compete to obtain business from the buyer and the prices subsequently drop down. Forward auctions are electronic auctions, which are used by sellers to put their items out there for as many potential buyers. These sellers and buyers can be individuals or organizations who transact on the site. The buyers bid for the items they are interested in, eventually the highest bidder wins the item.

Steel company auctioning with digitization. Steel company had to revise and streamline its auctioning processes. Here is how digitization helped increase efficiency. Steel company is into the steel and mining sector with its manufacturing, sales and distribution facilities spread across multiple locations. Company carries a product portfolio that caters to the steel value chain in a competitive market. The company boasts of producing the rails and large-size parallel flange beams.

Reinventing the Solution

This integrated system comes with advanced features like keeping a track of the past transactions which further help in taking better business decisions. This has improved execution efficiencies and instilled uniformity across locations.

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