



SUCCESS STORY HIGH TECH

MARKETING LOGISTICS COMPANY REDUCES TAT BY 60%

Apexon modernizes order capture platform to improve customer experience and speed cycle time



As e-Commerce continues to gain ground over other retail formats, the operational margins for logistics and fulfillment service providers are becoming increasingly slim.

A large marketing logistics company's existing system architecture relied on legacy platforms and processes that were hampering their turnaround time and their ability to compete in a highly competitive market. They needed to modernize their operational processes and core system architecture in order to deliver faster and sustain business expansion.



THE RESULTS

KEY OUTCOMES



**MULTI-DEVICE ACCESS FOR ALL
STAKEHOLDERS WITHIN THE ENTERPRISE**



**A 60% REDUCTION IN TURNAROUND
TIME (FROM 30 DAYS TO 12 DAYS)**



**SIGNIFICANTLY REDUCED WORKLOAD
ON THE CUSTOMER SERVICE DIVISION**



**ENHANCED
SYSTEM PERFORMANCE**

By assessing the customer needs and deploying the solution in a phased manner—from order capture to shipping management—we were able to deliver a host of business benefits, including:

THE CHALLENGE

2 KEY AREAS

Legacy infrastructure and IT systems meant that the customer was faced with:



Lag in Time-to-Market

Significant lag in time-to-market on account of changes required to multiple instances within their order capture platform



Regression Impact

The regression impact from multiple application changes was resulting in lower quality results

THE SOLUTION

4 KEY AREAS

Cutting to the core of the customer's problem, Apexon developed a modernization road map for their order capture platform, which included:



Azure Cloud

Migrating the existing functionality and business rules from multiple deployment instances to the re-architected environment on Azure Cloud



API-based Microservices Architecture

Developing an API-based microservices architecture to improve efficiency, data transfers, and interoperability



Re-architecting the Platform

Re-architecting the platform based on core functionality and customer-specific functionality



Security Policies & Access Control

Creating consistent security policies and access control across the entire IT landscape



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FEELING SOCIAL?

