



## **Business E-Connect**

### **Avalon's Business E-Connect acts as a catalyst for the growth of ASHI's business**

ASHI is one of the premier diamond Jewelry manufacturers, servicing the independent Jewelers in North America. ASHI has been known for providing the best quality Diamonds and Jewelry products and also at the same time for their customer centricity and highest levels of services.

#### **The Problem Area**

ASHI has a network of Jewelry retailers across the United States. ASHI was in need of an impeccable B2B solution to perform online transactions between them and their retailers.

#### **The Need of The Hour**

ASHI needed a portal, which could establish better business relations between ASHI and their retailers to achieve better business interaction. ASHI needed a portal to interact with their retailers to conduct business activities in an efficient and effective ways and establish better relations with their retailers.

#### **Solution**

After close observation on ASHI's requirements, Avalon found that ASHI needed a portal which would help in fulfilling the needs of their retailers to perform business activities in an efficient and effective way.

Therefore, we provided ASHI with a powerful B2B portal, which included standard B2B features such as product catalogues, place and track orders and reporting system. Also this B2B portal is powered with 'My Store Front' feature for retailers to showcases stocks



from ASHI, but it was branded with business specific information's such as logo, name and marked up prices of their retailers. This B2B application proved to be very successful for ASHI, which increased and simplified business activities conducted between them and their retailers.

### **Our Solution Benefitted ASHI In The Following Ways**

- Powerful ordering system for retailers of ASHI to place orders instantly.
- Versatile reporting system for retailers to keep track of all the transactions.
- This portal is also powered with the ability to provide website for retailers to showcases stocks from ASHI.
- ASHI benefitted in lowering operational cost, therefore increase in productivity.
- ASHI was successful in providing better reputation to their business.
- B2B portal helped in projecting a larger picture of their organization.
- Also the portal helped in reducing the time cycle by aiding the customers to choose the products from B2B portal online and send their purchase orders instantly.