

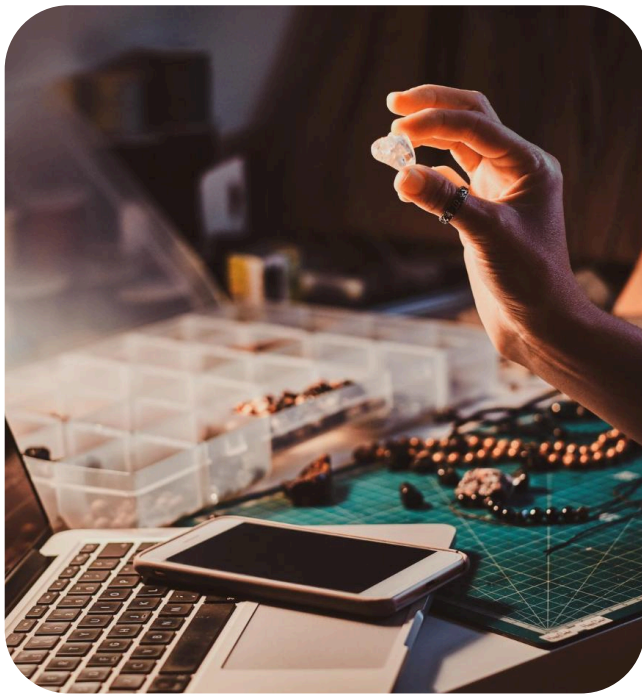
Responsive E-commerce Framework for Jewelry ERP Integration

Bridging the gap between backend jewelry manufacturing ERPs and frontend retail through a white-labeled, responsive e-commerce solution.

Overview

QBurst engineered a white-labeled e-commerce framework that seamlessly synchronizes with the client's existing ERP to deliver real-time product data to global jewelry chains. Built with a mobile-first approach, the solution enables multi-tenant management and advanced reporting for top-tier jewelry manufacturers.

- Real-time ERP synchronization ensures customers always view accurate stock, weight, and pricing data across all devices.
- Scalable white-labeled architecture allows the client to onboard multiple jewelry groups with unique branding and localized inventory.



Client Profile

Based in the Middle East, the client provides enterprise-grade ERP solutions specifically for the jewelry and fashion accessory industry. Their software powers large-scale manufacturing and distribution networks that handle gold, diamond, and platinum jewelry across multiple international branches.

Challenges: Fragmented Data and Fixed Interfaces

The client's existing infrastructure was limited to internal operations, leaving a significant gap in their digital retail strategy.

- Jewelry retailers could not display live inventory from the ERP to end-customers, leading to discrepancies between online catalogs and actual stock.
- The lack of a mobile-optimized interface meant retailers were losing out on the rapidly growing segment of smartphone and tablet shoppers.

- Managing multiple jewelry brands under one vendor was difficult without a centralized, customizable framework that supported unique themes.
- Top management lacked a mobile-accessible reporting module to track real-time sales, inventory levels, and branch-wise revenue.

QBurst Solution: ERP-Driven Responsive Framework

We developed an ASP.NET-based e-commerce framework designed to function as an extension of the client's ERP software. The solution utilizes Twitter Bootstrap to ensure a fluid, responsive experience across all screen sizes, from desktops to tablets and smartphones.

- **Dynamic Multi-Tenancy:** Developed an admin panel that allows the client to white-label the framework, customizing themes, logos, and layouts for different jewelry groups.
- **Automated Data Sync:** Implemented synchronization via Web Services and Windows Job Schedulers to pull design numbers, weight, and pricing directly from the ERP.
- **Advanced "Find your Favorite" Search:** Created a dynamic search interface using draggers and combo boxes to filter by brand, ornament weight, and price range.
- **Executive Reporting Module:** Integrated a backend reporting suite that provides top management with branch-level visibility into sales and inventory performance.

Technical Highlights

- **Responsive Web Design:** Fluid layouts enable pages to resize for iPhone, iPad, and Android devices, ensuring a consistent viewing experience across all viewports.
- **White-labeled Customization:** Administrators can uniquely design the layout and color schemes for each jewelry group through the backend panel.
- **Real-time Synchronization:** The framework syncs with the local inventory in the ERP to confirm product availability before a customer proceeds to purchase.

- **Interactive Product Catalog:** Individual pages display weight, price, and availability, complemented by a 'Recently Viewed' feature to improve user navigation.
- **Automated Order Processing:** Online purchases trigger automated email notifications to both the customer and the jewelry group to facilitate rapid delivery.
- **Integrated Reporting:** Management can access real-time reports on sales and revenue, fetched directly from the synchronized ERP databases.

Impact

- **Competitive Parity:** Empowered the client with an online solution that rivals the platforms used by the world's leading jewelry retail chains.
- **Increased Mobile Reach:** Successfully expanded the retailers' customer base by providing a flawless shopping experience on mobile and tablet devices.
- **High ROI for ERP Clients:** Added long-term value to the client's ERP suite by offering a turnkey digital storefront that requires minimal manual data entry.
- **Operational Accuracy:** Eliminated the risk of overselling by providing customers with live, branch-specific inventory data.