# Cloud Retail

## SCALABILITY OF ORDER HANDLING

When it comes to order fulfilment, eCommerce businesses must scale efficiently to handle an increasing number of sales channels, a growing number of products and SKUs, and a higher volume of orders and inventory.

As the business grows it becomes difficult to scale up and maintain cost efficiencies. These challenges make delivering a stellar customer experience difficult if not impossible.

Cloud Retail understands the complexities of balancing operational efficiency while keeping customers happy. Our proven solution is built for growth, easily scaling with your business without adding prohibitive barriers like expensive upgrades or additional platform fees.

## CHALLENGES

### INTEGRATION ISSUES

Many retailers face challenges due to poorly integrated systems.
This happens when retailers scale their operations abruptly or without adequate planning, typically starting with a website or ERP system. As new systems are added, they are not always integrated properly. This can result in **significant data errors and costly operational issues.**

For instance, if one system fails, it can cause a ripple effect, leading to **lost data and missing orders,** ultimately resulting in dissatisfied customers and financial losses. Some of our clients have experienced significant issues, such as being unable to handle more than 3,000 orders per day, causing operational breakdowns and financial strain.

## INEFFICIENT PROCESSES

Another major challenge is the reliance on **outdated systems** designed for offline rather than online business models. Often, these systems were developed by IT professionals who may not fully understand the operational intricacies or the specific needs of eCommerce. As a result, these systems are **inefficient and fail to support the business** effectively as it scales.

Companies end up **hiring more staff** to compensate for system inefficiencies, leading to unnecessary expenses, increased overhead, and operational difficulties.

## SOLUTIONS

Cloud Retail has developed an all-in-one eCommerce platform specifically designed for online sales. **Here's what makes our system stand out:**

Our platform is built on a micro-services architecture, ensuring each functional set is isolated into separate modules, making it easier to scale. This architecture also allows companies to seamlessly integrate our solution into their existing systems.

## ONLINE STOCK SERVICE

Typically, stock information is stored in a WMS, ERP, or inventory management systems, which are not optimised for eCommerce. In an eCommerce environment, multiple customers might try to purchase the same item simultaneously, leading to overselling in traditional systems.

Our platform includes a **dedicated online stock service that works with the eCommerce layer in real-time,** without adding extra load to the WMS or ERP systems.

## REAL-TIME VS. BACKGROUND PROCESSING

Our platform balances the load efficiently by identifying those business processes that need to be handled in real-time (e.g., stock management) and those that **can be processed in the background without user intervention.**

Additionally, our platform uses virtualisation and supports **horizontal scaling across multiple servers,** as well as cloud data centres.
We know how to handle scalability to ensure processes run smoothly without slowing down. Our solution not only facilitates successful integration but also demonstrates a **clear understanding of designing operational processes** and, subsequently, how to **automate them effectively.**

## RESULTS

Cloud Retail's all-in-one eCommerce solution offers limitless scalability without losing customers, money, or resources.

- In one year, we helped launch 20 online stores from scratch, reaching $20 million in ARR with precise efficiency control. Our competitors required 3.5 times more operational staff in their warehouses, relying on manual processes, whereas our system automated everything.

- Our innovative solution managed 260,000 orders per day, supporting substantial business growth without any performance degradation.