



## Brandscope Case Study

### Client Information: Brandscope.com.au

Brandscope Pty Ltd was established in 2011 to design and develop a dynamic cloud based B2B platform to streamline and maximize the selling process for Suppliers & Agents to the independent fashion and action sport web retailers and brick and mortar store owners, both in Australia and overseas. This platform offers a unique and dynamic online tool where a retailer can place order and buy brands by using the online catalogue of the supplier. Industry professionals and distributors can use this website to manage brands, suppliers and retailers with a greater efficiency by showing an array of products to retailers. This platform aims at easing the business transactions between these three entities by reducing time and travel logistics.

### Client Brief

Identifying the problems amongst suppliers, agents, and retailers in the Australian surfing apparel industry, Brandscope decided to build a platform to initiate an effective solution to these problems. The current process involves a great time lag in terms of suppliers placing orders with manufacturers based on retail requirements in terms of quantity and design. A real time online solution would significantly reduce the time between these transactions and enable manufacturers to supply apparel to retail outlets across Australia in an optimum time period. After many attempts to build the perfect online solution for Brandscope, the company finally focused in one working with India-based Josh Software due to their expertise in building high performance and scalable web solutions.

Josh Software undertook this challenge to build a robust solution including the nuances of the Australian apparel industry. Australian brands follow a release years concept in which they introduce new designs to retailers every six months. Traditionally, these are made into catalogues, and distributed amongst retailers for interested clients to place orders. Due to time lag in the existing system, manufacturers and suppliers would have to print and disseminate these catalogues six months in advance to have the stocks ready for the new line of apparel. The retailer needs to have an efficient stock management due to the current system, as they would not want to run out of designs, stock and sizes, to serve their customers. The new solution from Brandscope would enable immediate eradication of this time lag and give the industry a real-time distribution solution not only helping in cutting expense but help impact direct revenues as the retailers are able to better manage inventory to suit their requirements. The magnitude of developing this solution is evident through the Australian Government partially funding this project.

### Josh Software Edge: *Delivering A High Performance Online Solution for the Australian Apparel Industry*

Having worked on various clients across industries on delivering online solutions, Josh Software was ready to take on this challenge to help revolutionize the Australian Apparel industry. Though this project was started in 2010, poor choice of platform and approach resulted in the Josh Software team to develop an online solution from scratch. The project, being delayed many times over the last few years, needed to be completed in challenging time frame.

Choosing to use the Ruby on Rails framework, Josh Software reengineered the entire code, and was able to deliver a solution back to Brandscope within 5 months of taking up the mandate. Josh Software used the latest version Ruby i.e. Ruby 2.1 with MongoDB as the data store, they were able to revive the project and the project went live in January with more than ten thousand catalog items online. The solution provides the product with outstanding flexibility and innate scalability.

### Impact

Josh was able to deliver a dynamic internet portal featuring high resolution photography and video, concise product descriptions, buy plans, .PDF catalogue automation, live social networking and ratings systems to mimic the traditional "touch n feel" sales process and create a 24/7 on-line showing experience for the Retailer.

The viewing platform is complimented by an on-line ordering system that captures indent and refill purchases that can be easily reviewed, saved and submitted for processing, thus allowing users to reduce the time required to receive and dispatch orders. The scalability of the solution allows for the solution to deal with higher level of products and data based through an addition of servers. The ease of use of the solution allows a non-technical resource to operate the solution with no technical background.

The solution will provide a high performance solution that can help completely change around the method in which the Australian Apparel industry operates and will enable retailers to better serve their customers. All in all, this solution will not only impact manufacturers, suppliers, and retailers, but more importantly, help the end consumer in getting the best and newest designs and products.