



VerticalCurve



CASE STUDY

CONSUMER PRODUCTS B2C/B2B | SERVICES PROVIDED INCLUDE BUSINESS APPLICATION DEVELOPMENT & INTEGRATION, CUSTOM APPLICATION DEVELOPMENT AND WEB SERVICES INTEGRATION.

Medium to large organizations have many “enterprise-critical” applications and systems in play. Some of this technology is public facing, so it requires both a Technical and Brand point of view.

Linking these applications within an organization and to its 3rd party partners simplifies and automates business processes to the greatest possible extent, while also

avoiding the need for sweeping changes to the existing applications or data structures.

What started as an eCommerce initiative evolved into an application that fully integrates the processes for inventory management, ordering, manufacturing and the consumer communications workflow process.

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