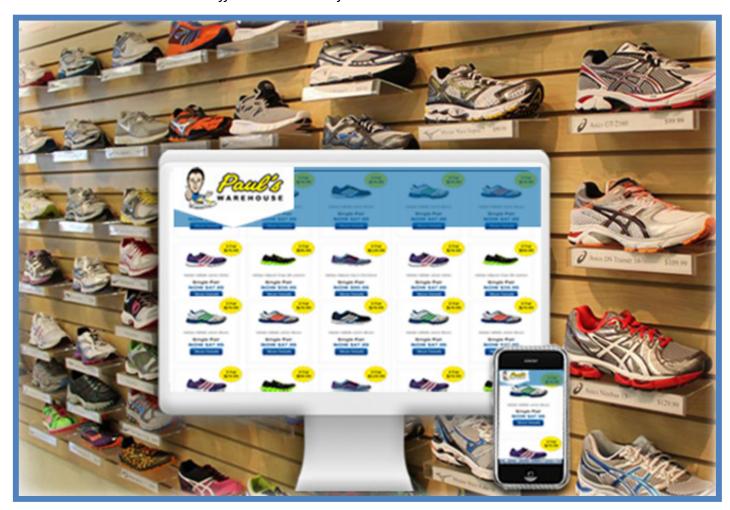# CASE STUDY

PAUL'S WAREHOUSE
www.paulswarehouse.com.au

"We needed an e-commerce solution to support our 15 store operation and integrate with our POS. Our main demand was to fulfill online orders from whichever store that had enough quantity to ship, even if it meant splitting an order into smaller multiple orders and pushing them to appropriate locations. After looking around for a product that could fit into our environment, we decided on 24SevenCart. 24Seven's integrated e-commerce platform allows us to get even more out of the point of sale system. Customizations in customer accounts, promotions and merchant services have really helped us grow our bottom line. We really like that the "Buy One Get One Free deals" can now be offered on the web just like in the store".

Innovation is the key to success and Paul's Warehouse is a sparkling example in today's technology-savvy world. Paul's Warehouse is one of Australia's Leading Discount Sports Retailers for over twenty four successful years. The stores are spread across 14 locations in Australia spanning three states.

One of the major success factors in Paul's warehouse marketing strategies is their unique schemes like **"Buy One Get One Free", "Half Price Off"** coupled with a wide selection of great products. The same marketing strategies and the products that have made their stores successful, there was a need for offering them on an eCommerce website to cater to the new techno savvy generation who shop any time from their mobile phones, tablets and laptops. The solution called for a dynamic e-commerce shopping cart software that could handle frequent configuration of marketing strategies with high level of customization. Only 24sevencart was suitable to meet these challenges.

24Sevencart was the winning choice due to its high end customization possibilities and integration with Microsoft Dynamics RMS (Retail Management system). 24sevencart is a flexible, robust and highly customizable e-commerce shopping cart solution. 24sevencart application can easily integrate with major Point-of-sale applications – RMS & POS09. This is a very critical factor as the accurate information of inventory must be available at the physical stores and online stores for successfully fulfilling sales orders.

General Store Information
➢ 24SevenCart's License: PROFESSIONAL (Multi-Store)
➢ RMSlinks installed: 14 Stores
➢ RMS eCommerce Integration: YES
➢ Other 3rd Party add-on's used : RITE Gift Card
➢ Hosted and Maintained by: LAN Services
➢ Designed by: Pauls Warehouse
➢ Customized by: LAN Services

Other information
➢ Customer service system used: Phone, Email, Contact Us Form
➢ Email marketing system used: iContact
➢ Payment gateway(s): St. George Payment Gateway
➢ Shipping provider(s): Fastway Couriers, Australian Air Express, Hunter Express and TNT Transport
➢ Accounting software: Microsoft Dynamics Retail Management System (RMS)

Major features of Paul's Warehouse POS-RMS integration project

Automatic routing of orders from shopping cart to the stores.

All fourteen Paul's warehouse stores are equipped to process and ship out orders. Inventory levels differed from store to store and some of the stores would be out of stock when they would get an e-commerce order. This resulted in manual intervention and would cause delays and errors in shipping these orders.

Paul's Warehouse needed an automated system that would route ecommerce orders to an appropriate store with ample product stock. 24Seven Cart solved this problem by enabling an ecommerce manager to see near real-time inventory at all stores and assigning the orders to the appropriate stores. If none of the stores carried all the products, he would split the order into smaller orders and push them to the closest stores. This minimized human intervention and has made it easier to make decisions by showing available quantity.

Special schemes "Buy One, Get One Free"

Offering 'Buy One get One Free' has been very successful at the brick and mortar stores. Pauls' Warehouse wanted to replicate the same online. The resultant is a special section where products can be configured in different combinations per scheme. The system takes care of all multi product scheme calculations.

Custom Shipping Matrix

Shipping prices are developed on a real time basis using shipping rates and state wise postcode range matrices. Extra charges can be levied upon shipping of some objects which are marked as heavy objects.

Custom message during "Add to Cart"

The website has options to add custom messages at the "ADD TO CART" stage of online shopping. Different terms and conditions related to sale of a particular product can be displayed.

Special pricing for VIP card members

Account information of VIP customers are stored in RMS and retrieved when a VIP customer logs in. Once information is verified, further configured discount schemes are offered.

Some of the other modules developed are:

- Split orders
- Filter Option
- Clearance sale section

SEO friendly URL on product page
The products pages have been optimized for Search Engines.

'Search Phrases' used by consumer are stored in the website. This allows a store administrator to see what other people are searching. This helps them in two ways. Based on the Search Phrases, the store can either modify the product description to accommodate the misspellings\search-phrases. Or they may discover that consumers are searching for items they are not carrying right now but should.

All the product details, such as, image, Promotion offers, Pricing, Quantity, etc. are coming directly from RMS.

Category Page

Paul's WAREHOUSE

Don't Pay Full Price , Pay Paul's Price

SEARCH

Department [BASKETBALL]   Brands [-- All --]   Filter

HOME > SHOES > BASKETBALL

BASKETBALL

Become a VIP member

VIP Card
Paul's SPORTS WAREHOUSE
YOUR KEY TO GREATER SAVINGS
XXXXX

Sign up for Newsletter

e-mail

Go

Get connected

Become a Fan
FOLLOW ON

We Accept

VISA   AMERICAN EXPRESS   MasterCard

Total: 19 items   Show [Select] per page   Sort by [--- Select ----]

1 | View All

AND	NIKE	NIKE	NIKE
ONSALE	**ONSALE**	**NEW ARRIVAL** VIP PRICE: $112.5	**NEW ARRIVAL** VIP PRICE: $112.5
And1 Jumpstart Mid Mens S111	Nike Air Force 1 07 LE Mens Q211	Nike Air Force 1 07 LE Mens Q411	Nike Air Force 1 07 LE Mens Q411
Retail Price: $159.99 **Our Price: $89.99** You Save: $70.00 (43.75%)	Retail Price: $149.99 **Our Price: $112.49** You Save: $37.50 (25.00%)	**Our Price: $149.99**	**Our Price: $149.99**
NIKE	NIKE	NIKE	NIKE
NEW ARRIVAL VIP PRICE: $112.5	**NEW ARRIVAL** VIP PRICE: $112.5	**NEW ARRIVAL** VIP PRICE: $127.5	**NEW ARRIVAL** VIP PRICE: $127.5
Nike Air Force 1 07 LW Mens Q211	Nike Air Force 1 07 Womens Q211	Nike Air Force 1 Mid 07 LE Mens Q211	Nike Air Force 1 Mid 07 Mens Q111
Our Price: $149.99	**Our Price: $149.99**	**Our Price: $169.99**	**Our Price: $169.99**

Product images, description and pricing are being pulled from Microsoft RMS.

Paul's WAREHOUSE

Don't Pay Full Price , Pay Paul's Price

SEARCH 🔍

| HOME | SPECIAL OFFERS | SHOES | CLOTHING | SPORTS | LEISURE | ACCESSORIES | BRANDS |

HOME > ACCESS > BAGS/BACKPACKS

Adidas Basic Back Pack

BUY ONE GET ONE FREE
CRACKERS OF THE DAY
NEW ARRIVALS
SHOES
CLOTHING
SPORTS
LEISURE
ACCESSORIES

Home
Contact Us
My WishList
About Us
Terms & Conditions
Employment

Become a VIP member

VIP Card
XXXXX

Sign up for Newsletter

e-mail

Go ✉

Get connected

f Become a Fan

FOLLOW ON 🐦

We Accept

VISA   AMERICAN EXPRESS

MasterCard

Loading zoom.

NEW ARRIVAL
VIP PRICE: $29.74

Adidas Basic Back Pack

Our Price: $34.99

Department : ACCESSORIES   SKU : 932765
Category : BAGS/BACKPACKS
Product Description :
Product Condition :

Join Paul's VIP Club - It's FREE

This membership entitles you to **15% OFF** the RRP off all merchandise in every department, 365 days a year. Plus other fantastic member only deals and promotions.

- Card is valid at any Paul's Warehouse location and online.
- Discount does not appy to sales items.
- RRP stands for manufacturers original retail price.

Our Price will be discounted to the VIP Price after logging in as a registered VIP member or after adding the VIP card to the cart.

Product Review : (0 reviews)
QTY:

[1]   Add to Cart ◄◄

‹ Add to wishlist
‹ Show Cart
‹ E-Mail to a Friend
‹ Keep Shopping

f 🐦 ✉ 🖨 ➕

Variations:

Select	SKU	Colour	Size		Qty	Price
○	9340876684180	PINK/WHT	N/A		In Stock	$34.99

This product was last updated on Oct 24 2011 11:52AM.