

# CASE STUDY

## PAUL'S WAREHOUSE

[www.paulswarehouse.com.au](http://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 24sevendcart 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 3<sup>rd</sup> 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.

#### PAUL'S VIP CARD



**15% DISCOUNT CARD**

PAUL'S VIP CARD

Retail Price: \$15.00  
**Our Price: \$0.00**  
You Save: \$15.00 (100.00%)

Department : CODES  
Category : CODES1  
Product Description :

**Join Paul's Warehouse VIP Club**

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.

Product Condition : WEB ONLY  
Stock : In Stock  
Product Review : ( 0 reviews)

QTY:  [Add to Cart](#)

[Add to wishlist](#)  
[Show Cart](#)  
[E-Mail to a Friend](#)  
[Keep Shopping](#)

[Facebook](#) [Twitter](#) [LinkedIn](#) [Print](#) [Share](#)

SKU : FREEVIPCARD

### 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.

The screenshot shows a web browser displaying the Paul's Warehouse website. The address bar contains the URL: <http://www.paulswarehouse.com.au/1136-2349-MENS-TEE-UNIT-SPIN-TEE-Q411.aspx>. A red arrow points from the URL to the product image on the page. The website header includes the Paul's Warehouse logo, a search bar, and navigation links: HOME, SPECIAL OFFERS, SHOES, CLOTHING, SPORTS, LEISURE, ACCESSORIES, BRANDS. The product page for 'UNIT-SPIN TEE Q411' features a red t-shirt image, a 'HALF PRICE' promotion, and pricing information: Retail Price \$49.99, Our Price \$24.99, You Save \$25.00 (50.01%). A table of variations is shown below the product details.

Select	SKU	Colour	Size	Qty	Price
<input type="radio"/>	9335906048208	RED	M	In Stock	\$49.99 \$24.99
<input type="radio"/>	9335906048222	RED	XL	In Stock	\$49.99 \$24.99
<input type="radio"/>	9335906048196	RED	S	In Stock	\$49.99 \$24.99
<input type="radio"/>	9335906048210	RED	L	In Stock	\$49.99 \$24.99

'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.



# Paul's

## WAREHOUSE

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

SEARCH

[HOME](#)   [SPECIAL OFFERS](#)   [SHOES](#)   [CLOTHING](#)   [SPORTS](#)   [LEISURE](#)   [ACCESSORIES](#)   [BRANDS](#)

**NEW ARRIVALS**









SHOES  
CLOTHING  
SPORTS  
LEISURE  
ACCESSORIES

Department BASKETBALL   Brands -- All --   Filter

HOME > SHOES > BASKETBALL

BASKETBALL

Total: 19 Items   Show Select per page   Sort by -- Select -- 1 | [View All](#)

<div style="text-align: right; font-weight: bold; font-size: 0.8em;">AND</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">ONSALE</p> <p style="font-size: 0.8em;">And1 Jumpstart Mid Mens S111</p> <p style="font-size: 0.8em;">Retail Price: <del>\$150.00</del> <b>Our Price: \$89.99</b> You Save: \$70.00 (43.75%)</p>	<div style="text-align: right; font-weight: bold; font-size: 0.8em;">NIKE</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">ONSALE</p> <p style="font-size: 0.8em;">Nike Air Force 1 07 LE Mens Q211</p> <p style="font-size: 0.8em;">Retail Price: <del>\$149.00</del> <b>Our Price: \$112.49</b> You Save: \$37.50 (25.00%)</p>	<div style="text-align: right; font-weight: bold; font-size: 0.8em;">NIKE</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">NEW ARRIVAL VIP PRICE: \$112.5</p> <p style="font-size: 0.8em;">Nike Air Force 1 07 LE Mens Q411</p> <p style="color: red; font-weight: bold; font-size: 0.9em;">Our Price: \$149.99</p>	<div style="text-align: right; font-weight: bold; font-size: 0.8em;">NIKE</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">NEW ARRIVAL VIP PRICE: \$112.5</p> <p style="font-size: 0.8em;">Nike Air Force 1 07 LE Mens Q411</p> <p style="color: red; font-weight: bold; font-size: 0.9em;">Our Price: \$149.99</p>
<div style="text-align: right; font-weight: bold; font-size: 0.8em;">NIKE</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">NEW ARRIVAL VIP PRICE: \$112.5</p> <p style="font-size: 0.8em;">Nike Air Force 1 07 LW Mens Q211</p> <p style="color: red; font-weight: bold; font-size: 0.9em;">Our Price: \$149.99</p>	<div style="text-align: right; font-weight: bold; font-size: 0.8em;">NIKE</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">NEW ARRIVAL VIP PRICE: \$112.5</p> <p style="font-size: 0.8em;">Nike Air Force 1 07 Womens Q211</p> <p style="color: red; font-weight: bold; font-size: 0.9em;">Our Price: \$149.99</p>	<div style="text-align: right; font-weight: bold; font-size: 0.8em;">NIKE</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">NEW ARRIVAL VIP PRICE: \$127.5</p> <p style="font-size: 0.8em;">Nike Air Force 1 Mid 07 LE Mens Q211</p> <p style="color: red; font-weight: bold; font-size: 0.9em;">Our Price: \$169.99</p>	<div style="text-align: right; font-weight: bold; font-size: 0.8em;">NIKE</div>  <p style="color: red; font-weight: bold; font-size: 0.9em;">NEW ARRIVAL VIP PRICE: \$127.5</p> <p style="font-size: 0.8em;">Nike Air Force 1 Mid 07 Mens Q111</p> <p style="color: red; font-weight: bold; font-size: 0.9em;">Our Price: \$169.99</p>

Home

Contact Us


My WishList

About Us

Terms & Conditions

Employment

Become a VIP member



Sign up for Newsletter

e-mail



Go

Get connected

f Become a Fan

FOLLOW ON

We Accept

<a href="#">CONTACT US</a>	<a href="#">PRIVACY STATEMENT</a>	<a href="#">TERMS &amp; CONDITIONS</a>
<a href="#">CUSTOMER SERVICE</a>	<a href="#">RETURNS / WARRANTY</a>	<a href="#">SITE MAP</a>
	<a href="#">SECURITY</a>	<a href="#">HOME</a>

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

click here to [log in](#) or [register](#)      Order/Enquiry Line: (02) 8762 4106 Mon - Fri 9am - 5pm AEST      Cart Items: 0 Subtotal: \$0.00

# 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



Sign up for Newsletter

Get connected

Become a Fan

FOLLOW ON

We Accept


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 of 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 apply 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:

[Add to wishlist](#)  
[Show Cart](#)  
[E-Mail to a Friend](#)  
[Keep Shopping](#)

Variations:

Select	SKU	Colour	Size	Qty	Price
<input type="radio"/>	9340876684180	PINK/WHT	N/A	In Stock	\$34.99

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

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