



## PC World Business

- *Reduced costs by over £100K per annum*
- *Improved customer service and perception*
- *Reduced business risks*
- *Increased automation*

## Case Study

### Introduction

PC World Business is a household brand that offers an extended range of over 40,000 business products. Many are available for next day delivery; stock and price levels must be updated in real time.

### The Business Challenge

PC World Business asked Symbiosys to replace a selection of erroneous, manually intensive systems which lacked technical support documentation. The new solution had to integrate with numerous other systems including supplier product databases, competitor price checking software, Maginus (ERP), PINDAR (catalogue management), the website and the CNET product information supply system.

In short, the fundamental goals of the new solution were to provide a low risk, stable foundation for business growth and development.

### The Symbiosys Business Solution

Working closely with PC World Business, Symbiosys used the SUMMIT process to design and document the proposed solution – Third Party Data Portal (TPDP). The implementation ran smoothly, remaining within the allocated budget and timescale. It delivered the following key functions:

**Product maintenance:** The new system enabled easy, product record creation and amendment. It automatically processed supplier updates, to identify product alterations and new items, before feeding the information into Maginus.

**Selling price maintenance:** This area largely drove profitability, it set prices at 'normal' levels and co-ordinated order values and discounts. It had the ability to make adjustments according to competitors' prices or price pointing rules, within given limits. The system logged the key decision points that led to these values and generated exception reports, highlighting elements that required manual intervention.

**CNET and PINDAR:** TPDP collated and sent new product data to CNET which returned detailed information such as technical specifications and dimensions. This information was fed into PINDAR for catalogue entry preparation, prior to publishing on the web or in a hardcopy catalogue.

**Website supplier stock update:** TPDP processed supplier stock level updates ensuring the availability shown on [www.pcwb.com](http://www.pcwb.com) was accurate.

## The Result

Product information quality and accuracy dramatically increased. Automation of manual tasks reduced running costs whilst the system controls and audit trail enabled PC World Business employees to thoroughly understand automatic changes to product information. Detailed system documentation reduced business risk by decreasing dependency on key individuals.

Customer service was enhanced by ensuring only accurate information was displayed on [www.pcwb.com](http://www.pcwb.com). This helped support customer retention by preventing them from turning to competitor websites.

PC World Business estimated savings in excess of £100K per annum as a direct result of the improvements.

## The Recommendation



***“We engaged with Symbiosys to build our TPDP application. This helped us achieve our business goals by reducing commercial risk and improving the flow of business information. The new system gives us rapid, reliable access to information for analysis and presentation to customers.***

***Symbiosys worked closely with our internal systems team and our business stakeholders to fully understand our requirements. The Symbiosys team played a key part in the decision making process which has resulted in a solution that meets our demanding requirements.***

***The new solution has eliminated many of the inherent risks posed by our previous systems. We estimate that the cost savings from high quality, accurate information and short production timescales exceed £100K per annum.***

***We have been impressed with the service provided by Symbiosys and look forward to working with them again in the near future.”***



Richard Eden Maughan, Systems Development Manager, PC World Business