



HOW THREE SPECIALIZED SOLUTIONS STREAMLINED THE END-TO-END OPERATIONS OF A MAJOR CONSTRUCTION BUYER

Fingent's tailored solution for TAG, a prominent buying group in the construction industry, streamlined its operations through three intuitive systems - CRM and Product Ordering System (POS) for the staff, and a member portal for the customers. The intuitive CRM helps manage the various facets of building materials procurement such as maintaining customer and supplier details, managing the construction assignments of customers, coordinating quotes and orders, generating invoices, and managing payments from a single dashboard. The member portal helps customers view the list of suppliers and the prices of materials and services offered by them, while POS helps TAG staff manage orders where TAG itself acts as the supplier. The solution was a major advancement over the single form portal used by the client to manually handle a plethora of data. The customer reported faster operations and faultless handling of orders by their staff through the comprehensive CRM.



// CLIENT OVERVIEW

Headquartered in Brisbane, Trade Alliance Group (TAG) is a buying group that aspires to facilitate business between small builders and suppliers in the construction arena. Leveraging its multi-million dollar purchasing power, the group negotiates for discounted pricing with suppliers on behalf of small builders to bring the prices at par with the bigger players of the industry. TAG makes it a win-win situation for both the parties, small builders save money on purchase materials and suppliers enjoy a greater volume of sales.

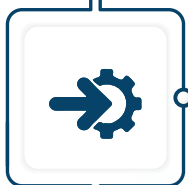
// CASE HIGHLIGHTS



1000s of records were handled across phases and complex data relationships were mapped.



Commission calculations were managed microscopically to avoid as minute as roundoff errors.



Complex integrations with Aus Bank System, SharePoint and RingCentral Phone were dealt with ease.



Security of the system was ensured through encryptions and SSL certificates.

// TOOLS AND TECHNOLOGIES



// BUSINESS CHALLENGES

Since inception, the client was handling its entire spectrum of operations including customer and supplier data handling, sending quotes and generating invoices through a single form portal. As the business grew, so did the volume of data which led to:



Human errors due to manual entry of data.



Inability to factor in real-time price fluctuations during quote generation.



Difficulties in tracking historical transactions and following up with entities.

THE FINGENT POINT OF DIFFERENCE

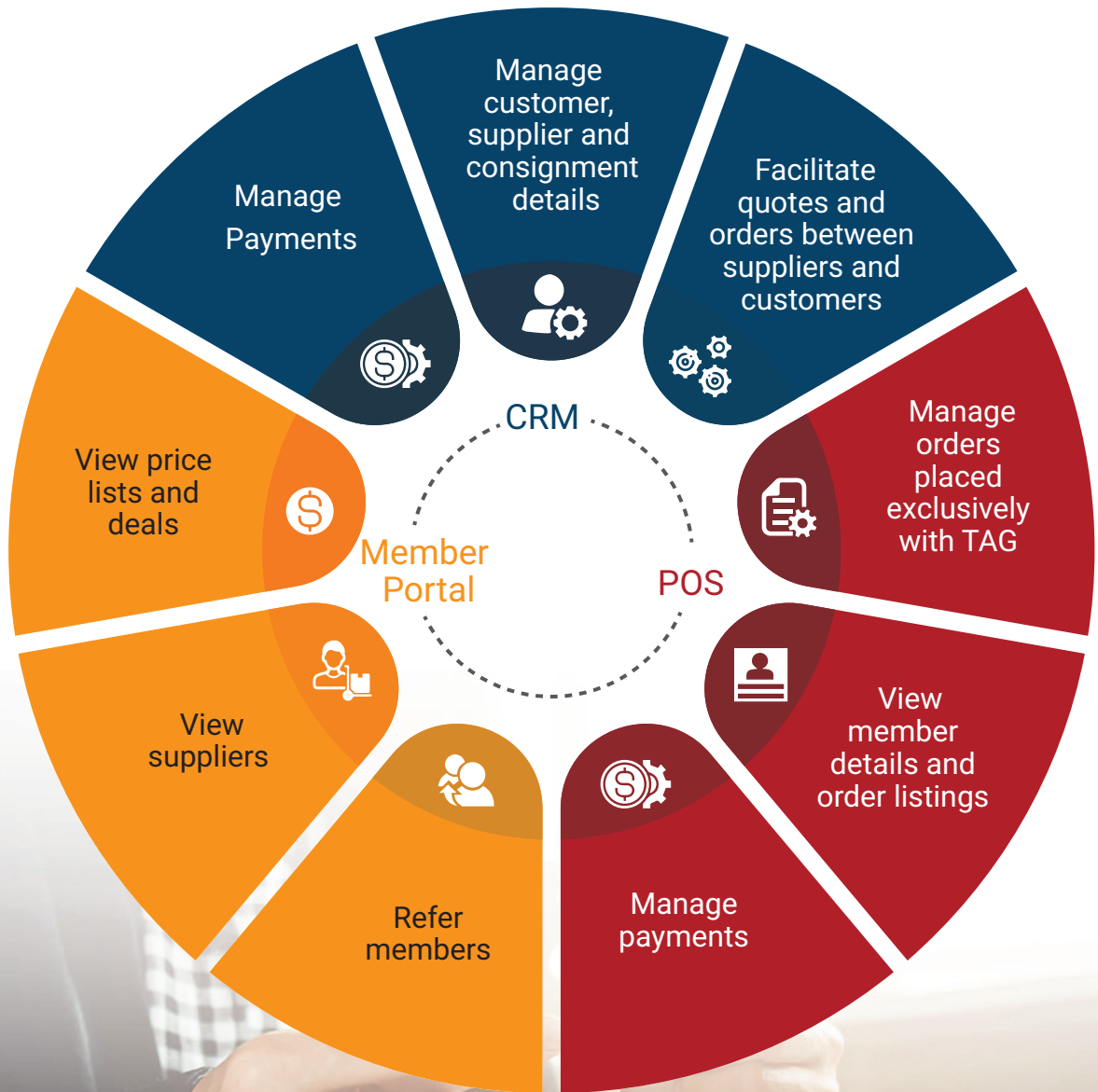
Our abilities to holistically capture the requirements of TAG and identify areas to bring down costs to cater to their budget helped us win the project.

FEATHER IN THE CAP

The initial requirement from TAG was limited to a basic application to identify customers and suppliers, send quotes and generate invoices. However, the technical expertise of our team and our commitment to adhere to deadlines without compromising on quality won their confidence to entrust us with the development of a full-fledged CRM.

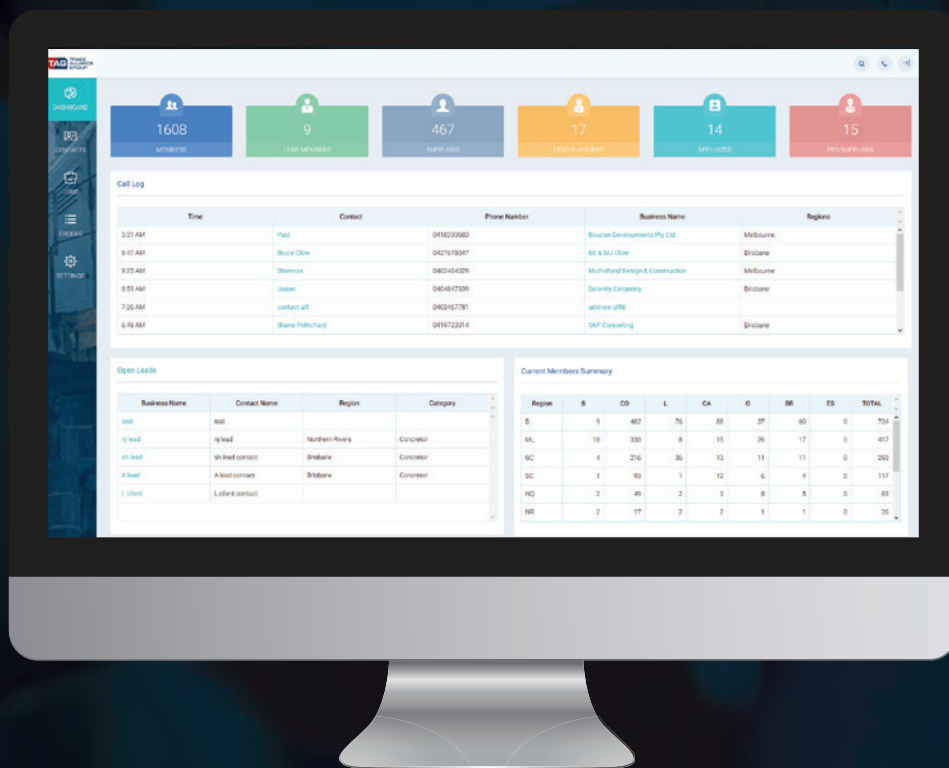
// THE SOLUTION

Fingent formulated a complete product ordering system to streamline the transactions between the three parties involved - customers, TAG staff and suppliers. The solution comprises:



CRM

The various entities in the CRM include lead members, lead suppliers, members, suppliers, affiliates and PPD suppliers. Each customer and supplier is registered as a lead, namely lead member and lead supplier, before getting evaluated and qualified to transact with by TAG. An affiliate is an organization like HIA (Housing Industry Association) with which members can register and skip the membership fee of TAG. PPD suppliers are suppliers from whom TAG procures materials in the background while it itself acts as the supplier for customers.



Jobs

KEY FEATURES

MODULE

LEAD MANAGEMENT
(Lead Member and
Lead Supplier)

Configure the details of new members and suppliers before qualifying them as customers and suppliers, initiate welcome mails and create alerts for TAG staff concerning leads.

MEMBER

Manage member details, requirements, quotes and orders. Create tasks for TAG staff concerning primary contacts in the member company. View spent and backflags.

SUPPLIER

Manage supplier details and the corresponding alerts for TAG staff. Configure jobs, payments and PQS settings. View sales summary and blackflags.

AFFILIATES

Configure the details of affiliates, set commission details for referrals and manage mailers.

ORDERS

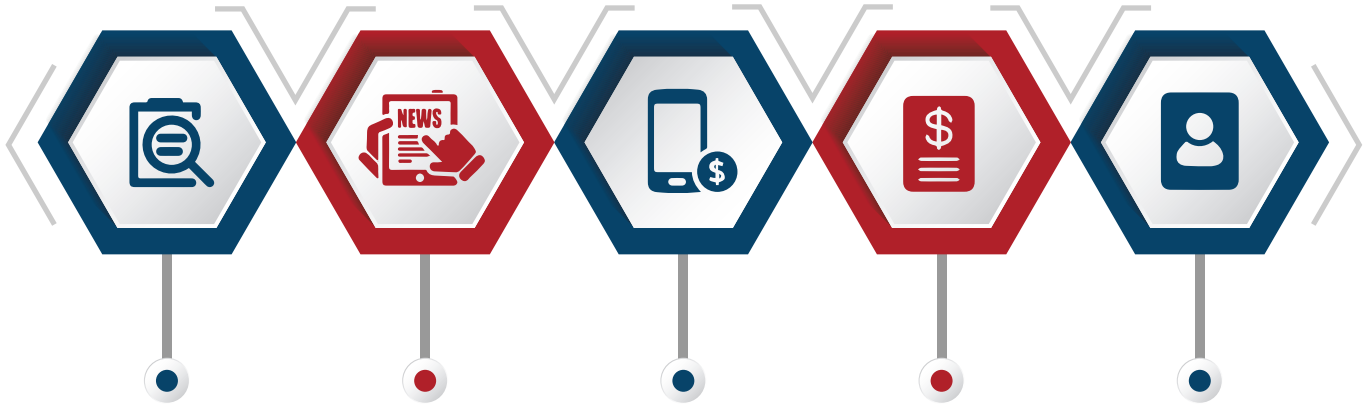
Manage orders and quotes.

JOBS

Configure requirement details. Coordinate quotes between suppliers and members.



MEMBER PORTAL



REFER A MATE

Refer a member and view reward summary.

LATEST NEWS

Explore the announcements and offers from suppliers along with industry updates.

PREPAID DEALS

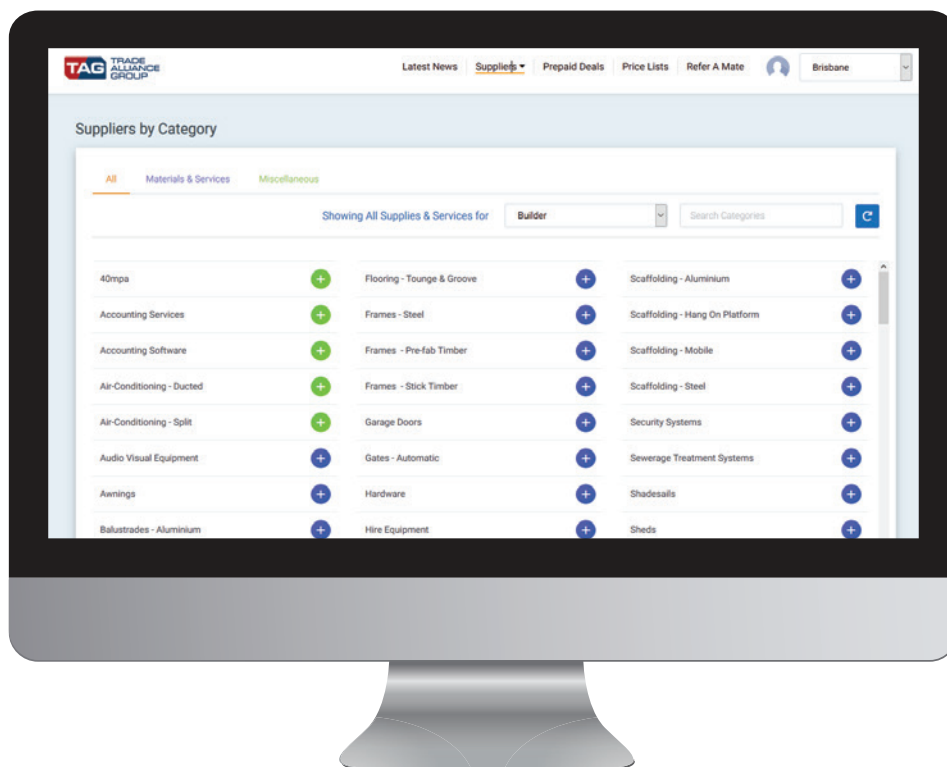
View the deals offered by PPD suppliers.

PRICE LISTS

View the prices of materials and services offered by suppliers based on whether members hold accounts with them or not.

SUPPLIERS LIST

View the list of suppliers, alphabetically or category-wise, along with the materials and services offered by them.



// POS

Place orders with PPD suppliers.



MANAGE ORDERS

Search for a member, view previous orders and primary points of contact in the select member company.



MEMBER LOOKUP

View order details and their status.



ORDER LISTING

Configure and view upfront payments and supplier invoice details, adjust payments and integrate invoices with Xero.



PAYMENTS

Product Ordering System

Orders

Order Number: [input] State: [input] Delivery Date: [input] Order Date: [input]

TOTAL QUANTITY: 880,486

TOTAL COST: \$141,145,354.43

TOTAL GC FEES: \$1,385,363.28

TOTAL BILL: \$158,829,042.40

TOTAL PROFIT: \$7,690,344.72

Order Date	Order Number	Member	Delivery Address	Delivery Date	Product	Quantity Ordered	Total\$
14/12/2017	00ML21	S&S Construction Group P/L	strenne, suburban	20/12/2017	No-Fines 5%	15	\$1,690.00
13/12/2017	00866	F2S Plumbing Australia	serch, less	08/12/2017	No-Fines 5%	20	\$3,360.00
13/12/2017	00865	5th Star	hale, sub1	26/12/2017	No-Fines 5%	30	\$5,040.00
13/12/2017	006210	4C Construction	samsterers, camp, sub1	20/12/2017	No-Fines 5%	2	\$336.00
12/12/2017	00629	Ace Homes	Melbourne ghatts	14/12/2017	No-Fines 5%	1	\$148.00
13/12/2017	00628	Ace Homes	qf/ig/2, fig/ig/3	26/12/2017	No-Fines 5%	10	\$1,680.00
13/12/2017	00627	4C Construction	samsterers, camp, sub1	21/12/2017	No-Fines 5%	10	\$1,680.00
13/12/2017	00864	@Home Business	fig ge	21/12/2017	No-Fines 5%	15	\$2,730.00
12/12/2017	00863	F2S Plumbing Australia	97Barrick Hider	15/12/2017	No-Fines 5%	1	\$180.00
12/12/2017	00862	Premier Building Maintenance	48 Barkon Lums, Sarnford	21/12/2017	No-Fines 5%	10	\$1,680.00

// TACKLING ROADBLOCKS DURING IMPLEMENTATION

At the nexus of the project were complex integrations with the Aus Bank System, SharePoint and Office 365. Data dependencies, advanced mathematical computations concerning price calculations and a complex UI posed challenges to the team. Constant knowledge sharing sessions and the inclusion of members with a strong base in accounting helped overcome the difficulties.

// BENEFITS



// ABOUT FINGENT

We are a global IT company providing strategic IT business solutions and services for complex business problems, in multiple industry sectors including retail, healthcare, finance, education and more. Our vast technology and industry expertise enable us to focus on cutting-edge internet technologies with the aim to

develop scalable, secure and easy-to-use web applications that work across multiple devices. We believe that the judicious use of technology, together with a good design can reduce complexity, connect individuals, and provide valuable insights, all of which ultimately help businesses succeed.



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