

Vinculum: Helping Retailers, eCommerce Companies Succeed in Fulfillment of Online Orders

By Sudhakar Singh

Retailers are facing increased competition from online companies and marketplaces. In such a scenario, players who have the ability to not lose customers in the wake of dwindling loyalty and increased exposure to ever increasing avenues to shop are the ones better placed for long term strategic gains. Marketplaces today offer same day shipping at no additional cost. Customers today expect retailers to know them, have the right product assortment mix, run promotions as per their preferences, offering them the opportunity to research for a product online before they visit the store to make the purchase and the flexibility of shopping online, collection at store, or to get it delivered at their doorstep and more. Catering to the needs of the internet savvy consumer brings multiple challenges for the retailers in terms of need to re-organize business processes, organization structure and making sound technology investment decisions. Vinculum, a provider of a range of solutions including eCommerce fulfillment, Supplier Collaboration, Real Time store inventory management and Master Data Management ensuring enterprise wide data consistency, is well positioned to address these challenges.

Vinculum Solutions offers products that are designed with the key principles of being open and

decoupled, and are integratable with varied marketplaces, platforms and products. Other benefits include rich functionality, ease of use, lower TCO and rapid implementation. The company also provides Industry Domain Consulting and implementation services for e-commerce, Retail, CPG, Supply Chain and Logistics Industries. Vinculum targets both the eCommerce companies and brick n mortar retailers who wish to sell online. "Vin eRetail is offered in different editions allowing us to target a large set of customers including smaller players with no websites as well as growing and large eCommerce retailers and marketplaces. Our offerings are well integrated across leading marketplaces, e-commerce platforms and with 3PL companies allowing our clients expand their customer base with time." says Venkat Nott, Founder & CEO of Vinculum.



Venkat Nott,
Founder & CEO

*Vinculum featured in the Red Herring 100 Global list of companies for the year 2014.

Selling Online:

Vin eRetail, a flagship product of the company is a SaaS based suite for Inventory management, Order management, supplier portal, fulfillment – warehousing, returns management and analytics.

The product suite is offered in three different editions catering to different types of retailers selling online.

1. Vin eRetail eXpress helps stockists, manufacturers, distributors and small mom and pop retailers to sell across multiple marketplaces and reach out to many customers globally. With ready integrations with leading marketplaces and 3PLs, Vin eRetail eXpress facilitates prompt sales, delivery and returns to the target segment. Vinculum provides the companies with a username and

password and helps their products to be uploaded into the marketplace. Retailers can start selling their products online on the go with no implementation costs or time lag.

2. Vin eRetail Professional is targeted at bigger eCommerce companies having their own website and looking to handle larger volumes and increasing sales reach. It has all the integrations of Vin eRetail eXpress and also integrates to custom

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websites, web stores designed using Martjack, Magento, Shopify, Shopware etc.

3. Vin eRetail Enterprise is targeted at retailers looking at selling online strategically and to enable the changing role of the stores from just selling to that of fulfillment as well. The enterprise version has all the features available with Vin eRetail Professional and also integrates into Retail ERPs such as Oracle Retail, SAP IS Retail, JDA, Microsoft etc. In conjunction with Vin SIM which facilitates real time store inventory

Strategic Advantage

Vinculum's offering is based on pay-as-you-go model and offer rapid implementation. Offered on a decoupled platform, it can be implemented both as independent module/s or as a complete suite. The products are easily deployable in and adaptable to the client's existing tech infrastructure at a lower TCO as compared to traditional enterprise offerings.

3PLs and Logistics companies

Vinculum's eRetail product has been used by leading 3PLs in the market for eCommerce fulfillment. The order management and WMS modules of Vin eRetail have been integrated by multiple 3PLs in their existing systems to meet the eCommerce fulfillment needs of their customers

Data Management and Analytics

Vin MDM is a unique product with focus on ensuring consistent real-time business data availability across the enterprise. This is an ideal product to contemplate when implementing CRM, BI solutions and any major ERP for retailers. It is a multi-domain Master Data Management solution aimed at creating reliable views to address critical MDM business requirements and keeping data consistent across channels. Clean master data from Vin MDM and transactional data from Retail or eCommerce ERPs (such as Vin eRetail) are used as data inputs to Vin BI, a Pentaho based Big Data Analytics product to provide actionable insights to eCommerce companies and retailers. Vin MDM has been recognized in Gartner's MDM Magic Quadrant 2014 in other vendors category

Billion Dollar Babies:

In December 2014, TIE Silicon Valley selected Vinculum as one of the three Indian product companies which they would mentor to help succeed in the US marketplace and to achieve US\$ 1Billion in enterprise value under an initiative called the "Billion Dollar Babies"

information availability, inter store stock transfers, integration with marketplaces for Multi-Channel fulfillment, replenishment and purchase orders at store, Vin eRetail Enterprise facilitates delivery of true Omni Channel experience to customers. Customers are offered the convenience of Click and Collect, Reserve and Collect, promotions of slow moving goods online, buy online and return in store etc. Vinculum is uniquely positioned because of the superior design of its products, strong domain consulting and its global reach. "We expect our products to succeed globally. Over the next three years we expect to have over 10000 customers across 50+ countries," envisages Venkat. CR