



Select Case Studies

Neosynthesis LLC

Intelligent Software Solutions for the 21st Century

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Case Study– eCommerce Enablement



- **Business Challenge**

- A hotel-chain management company wanted to simplify and manage the issuing and tracking of purchase orders by its franchisees across several hundred suppliers. Its current processes were manual, highly complex and very time consuming. The parent company was responsible for tracking purchase orders across franchisees, franchisee groups with multiple properties and a mix of local and national suppliers. The lack of centralized B2B Commerce capability, was severely limiting the company's ability to use its purchasing power and obtain discounts representative of its size, and thus provide value added services to its franchisee owners. In addition, the company was unable to extend its relationship with its suppliers and establish preferred vendor programs and other collaborative marketing / supply chain initiatives.

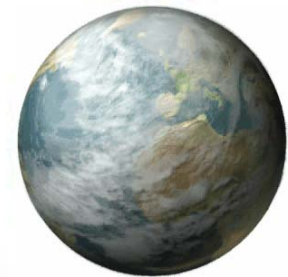
- **Solution**

- Neosynthesis consultants working in cooperation with the client, designed and implemented a cost effective Java – EJB based B2B eProcurement solution with a centralized brokerage / hub architecture,. The solution was designed using a three tier object model for enhanced customization, performance scalability and load management capabilities. The final product was developed with ATG's Dynamo product and Oracle backend and deployed across a set of Linux servers.
- The solution was built on a service module based architecture – allowing the client to phase in new service modules over time with minimal implementation and integration costs. Initial modules included property management, purchase order management, catalog management, customer profiling. Each module included specific reporting for multiple end-users (franchisees, suppliers and corporate purchasing). The reporting also included tracking and real time reporting on status of all purchase orders through an automated, configurable, purchase order pipeline process.

- **Benefit**

- Eliminated time consuming manual processes of tracking and managing purchase orders across multiple properties and suppliers.
- Provided value added benefits to franchisees and suppliers to use this system. Provided cost reductions to franchisee owners based on the combined purchasing power of the enterprise
- Allowed for scalability and adaptability to support the needs of a growing enterprise. Service based architecture allowed new services to be easily incorporated and integrated within the overall system.
- Allowed corporate to provide value added services to preferred suppliers by maintaining and analyzing purchasing patterns and demographics of franchisees

Contacts:



To find out more about our capabilities, services and products and how we can work together to deliver the next generation of intelligent solutions, contact

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