Modernization of Sales Operations

Introduction:

We developed a unified platform for a B2B manufacturer and distributor network, aimed at modernizing and streamlining their disconnected sales operations across multiple business partners. Traditionally, the ecosystem depended heavily on manual order processing, offline payments, and non-synchronized inventory systems.

Our platform was built to:

- Enable distributors and resellers to place orders digitally.
- Provide real-time inventory visibility for manufacturers.
- Automate financial workflows post-sale, reducing manual overhead and errors.

Client Details:

Name: Confidential | **Industry:** Software | **Location:** USA |

Technologies:

C#, .NET, .NET core, Windows Scheduler, Windows Services, MS-SQL Server, AWS, JavaScript, ReactJS, HTML, CSS, Swift (Objective-C), Server Cache

Third Party Tools: Redis, Stripe Connect

Project Description:

Challenges:

- **Inefficient Sales Channels:** Manual order processing through phone and email channels created inefficient tracking and delayed reporting capabilities.
- **Disconnected Inventory:** Manufacturers and resellers had no shared view of available stock.
- **Complex Payouts:** Managing commissions, distributor payouts, and customer refunds required heavy manual reconciliation.

- **Compliance Risks:** Handling payments in-house would expose the business to PCI and regulatory complexity.

Solution:

We built a **centralized B2B eCommerce platform** with end-to-end sales, inventory, and payments flow:

1. **Sales & Ordering**
   a. Distributors log in and place bulk or repeat orders directly with manufacturers.
   b. Built-in pricing tiers, bulk discounts, and order history.
2. **Inventory Management**
   a. Real-time stock sync between manufacturers and distributors.
   b. Automated alerts for low stock & replenishment.
3. **Payments & Payouts (via Stripe Connect)**
   a. **Stripe Connect Standard Accounts** for each manufacturer/distributor.
   b. When a sale closes, **funds flow directly into the manufacturer's connected account**.
   c. Automated **split payments** for commissions, fees, and distributor margins.
   d. Built-in refund and dispute handling powered by Stripe.
4. **Monetary Management**
   a. Manufacturers get **clear dashboards** via the **Stripe Connect Portal**, showing balances, payouts, and transactions.
   b. Finance teams use the integrated reports for reconciliation and accounting.

Results:

- **Reduced order processing time by 40%** through digitized workflows.
- **100% visibility into inventory**, eliminating stockouts and over-selling.
- **Automated payouts** cut reconciliation time from days to minutes.
- **Improved compliance & security** no need to handle sensitive payment data directly.
- **Increased distributor engagement by 30%**, thanks to transparency in orders and commissions.

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Key Takeaway:

By combining a B2B-focused sales and inventory platform with Stripe Connect financial infrastructure, our client transformed their operations into a scalable, compliant, and a transparent ecosystem, empowering manufacturers to focus on production, while the platform handles sales, payments, and after-sale financials.

This allowed us to streamline revenue management across multiple entities, including franchises, vendors, branches, and resellers, all within a centralized and compliant system.

Architecture Diagram:
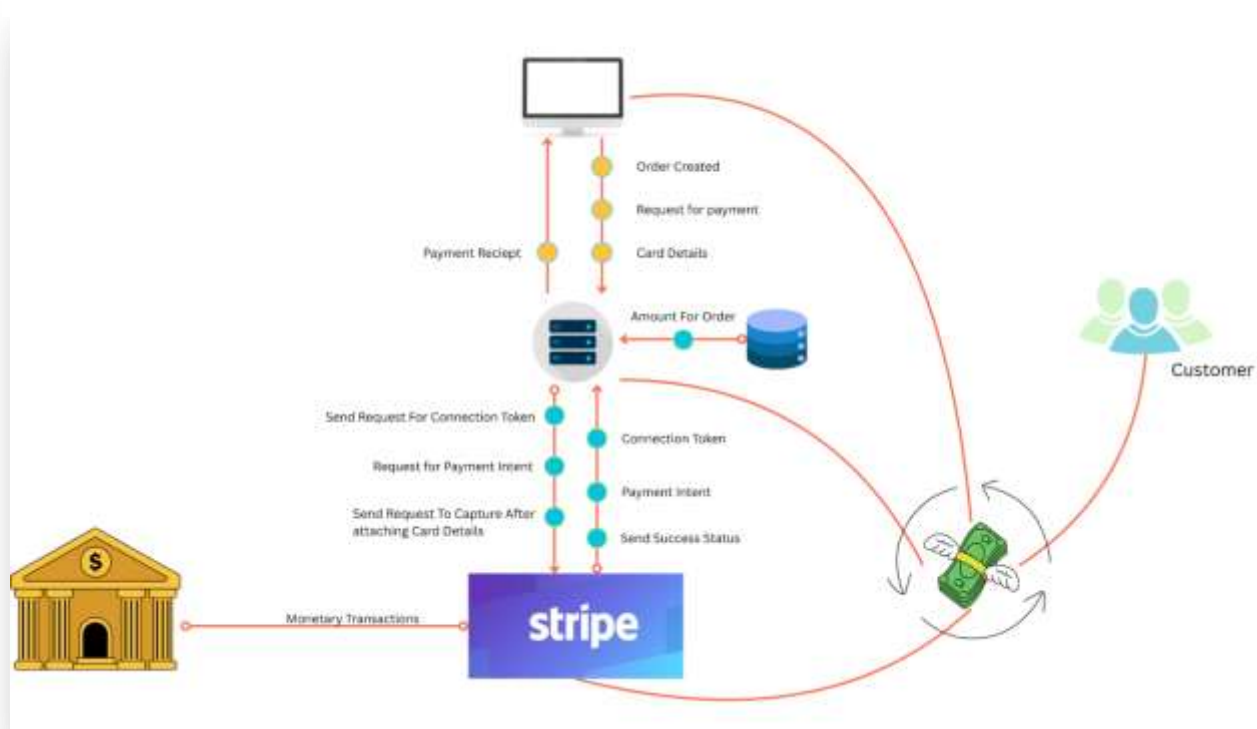
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Screenshots: