



# Order in the Warehouse!





On a surprisingly sunny afternoon in a London café, Will, Rupert, John and Christopher were engrossed in a stirring conversation about their retail business. A business that took off from John's hostel room had come a long way.

They had always overcome every hurdle in their business together as a team and this time, they were aiming for nothing less than that.



The colossal challenge staring them in the eyes was having to integrate all components of their presently offline business and making a breakthrough into the online platforms to appeal to the rapidly growing omnichannel customer-base. Their aim was to build a cost-effective system to manage their operations efficiently and comprehensively.

The hassles of having to deal with multiple software applications to handle the complex activities of sales, inventory and order fulfilment had to be left behind.

It was high time they focused their mental and physical resources on building core capabilities.

They did not wish to remain caught up in managing the multitude of business activities that lacked synergy and were unnecessarily draining business resources and time.



After about two hours of cyclic conversations, as Rupert's order of warm parsley butter and garlic bread arrived, John had an idea.

"Why not contact Mindfire Solutions?" he said.

His friends stared at him, wondering if this was yet another expensive idea coming from him.

"Do you guys remember Polly from University?"

She has a business now similar to ours. She called me a week ago and we had a chat. She is using a brilliant cloud-based software for retailers developed by this company which has a fair amount of experience in this domain. Maybe they can help," John figured.



“And what is this software like? Did she tell you anything about it?” asked Will.

“Yes,” John said. “Exactly what we want. Polly’s business is on an e-commerce platform. and she has partnered with online marketplaces like Amazon, eBay and Walmart. Compared to the extent of transformation her business as undergone, it is startling to know how she is handling everything with complete ease, thanks to this software.”

“Give us more clarity, Johnny.” Christopher broke his silence, demanding a deeper insight.



John leaned forward and began on a more somber note, “The software aims at providing

solutions to the most critical subject to retailers like us: the efficient management of orders, inventory and fulfilment of orders, while reducing the possibilities of mistakes in the business process. Retailers commonly use multiple software solutions to handle these activities separately.

They then face issues regarding building synergies between them and often bear losses resulting from errors. With this software, all of our sales channels will get synchronized, both online and offline. Fulfilment activities will also be thoroughly optimized.”

“And how will we control this software? None of us are very well versed in technology.

This surely seems to be a miracle of a solution though. I hope the interface is simple enough.” Rupert said.

“The software comes with a dashboard that displays at any given time the status of all the orders placed by our customers, our entire inventory as well as shipping operations.

Imagine! in real time! It will thus give us a thorough grip on our business while allowing us to focus our energies on growing it while relieving us of our worries about running it in its expanded form,” John paused.



It was clear to everyone on the table that in a highly competitive, digitally evolving

and heavily connected retail environment, a software like this is an ideal tool to be used by retailers. It would offer customers a thoroughly personalized, omnichannel experience of shopping while enabling the retailers themselves to build long-term relationships with them.

The group realized that this software could actually serve their needs however much they wished to expand or diversify in the future. The solution offered seemed truly advanced and innovative, capable of fulfilling all the present and future needs of any retail business ; at a very affordable cost.

Taking into account the overall benefits that it had to offer, the team unanimously consented to adopting it to give their business the bright and promising future it deserved!



## About us

Mindfire Solutions started in October of 1999, with the purpose of providing expert software services globally, and has steadily grown to its 1000-seat facilities at 2 engineering centers.

In its heart and soul, Mindfire is a software service provider, with unrelenting focus on small-team, offshore-based custom software development and testing work using Agile methods.

We are clear in our vision of building a software engineering powerhouse, and we do not spend time and energy in activities which do not fall under the purview of our core competence.

Our vision is "to be a globally respected, professional and innovative software services and technology company".

Our mission statement reinforces our vision: "Imagine. Think. Plan. Act. Deliver. Improve."

In the last 23+ years, we have successfully delivered on 2000+ engagements across 500+ global clients.

## Contact Us

OFFICE LOCATIONS - INDIA, USA, UK

NOIDA (NORTH INDIA)  
C/o. ETHEREA,  
24th -26th Floor, Tower B,  
Alphathum, Plot No. 1,  
Sector 90, Noida - 201305,  
Uttar Pradesh, India

BHUBANESWAR (EAST INDIA)  
10th Floor, DLF Cybercity,  
Infocity Area, Patia,  
Bhubaneswar - 751024,  
Odisha, India

USA SALES OFFICE  
Mindfire LLC  
1890 Crooks, Suite 340  
Troy, MI - 48084  
(phone) +1 248.740.0611

UK SALES OFFICE  
Mindfire Solutions  
Kemp House  
152-160 City Road  
London EC1V 2NX  
(phone) +44-20-71938352

Email: [sales@mindfiresolutions.com](mailto:sales@mindfiresolutions.com)