HAAGA-HELIA
University of Applied Sciences

Implementing a purchase web portal

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Abstract

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The purpose of this project is to create the basic guidelines on how to implement the purchase web portal and also have the purchase web portal working on the basic level. The purchase web portal will be built based on these guidelines. Further more a user manual for the future customers is created.

ITaito Oy has assigned this project to Rahil Bedretdin as he is employed by iTaito Oy. It is decided that Rahil Bedretdin is responsible for implementing and maintaining the purchase web portal. ITaito Oy Monitors and supports Rahil Bedretdin as necessary.

This thesis consists of guidelines for customer creation, customer management, pricing, product management and printout creation. Further more subject of information gathering and naming conventions are touched briefly.

The user manual version 1.0 is created and we're still waiting for the launch of the purchase web portal after which improvements (if needed) will be done based on customer feedback.

The guidelines that have been set in this thesis are being used in the actual creation of the purchase web portal. The project is slowly going on. The guidelines will be uploaded to Kronodoc program where ITaito employees can view the guidelines and use them if they need to.

The purchase web portal is tested and there are 3 "Pilot" customers using it. The full potential of the portal hasn't been released yet because Kaseya project is not ready yet and the integration between the purchase web portal and Planmill is not ready.

Keywords
Tailored printouts, Naming conventions, Pricing strategy, User manual

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Introduction

I started my work placement in iTaito Oy January 2010. I've worked there as a product / project manager since then. ITaito was using an ERP system called Netsuite (for more information go to http://www.netsuite.com/). There was a complication with Netsuite because it was implemented poorly and iTaito decided to stop using the system in August 2010.

Because Netsuite is an all-around ERP system, meaning that it has financials and accounting, CRM, inventory and ecommerce software in a one package, it left a void in those areas for iTaito Oy. My thesis project is part of filling this void. ITaito is using Netvisor for financials & accounting and Planmill for CRM and inventory. I'm in charge of implementing a purchase web portal from E-bros Software Company.

This project is part of the automation of iTaito processes. The purchase web portal is to be launched at the same time as iTaito's other project which is an IT management system called Kaseya (for more information go to http://www.kaseya.com/). The benefits for implementing these projects are: lowered costs in order processing and preinstallation / installation.

Why implement a purchase web portal

The company sees a lot of unnecessary traffic around the office and this is the reason the company wants to automate some of the processes. Most of this traffic comes from new orders that are coming in daily. As a result from this the office is flooded with computers needing processing. The purchase web portal and Kaseya are implemented to relieve this burden and enable our consultants to concentrate on more important things.

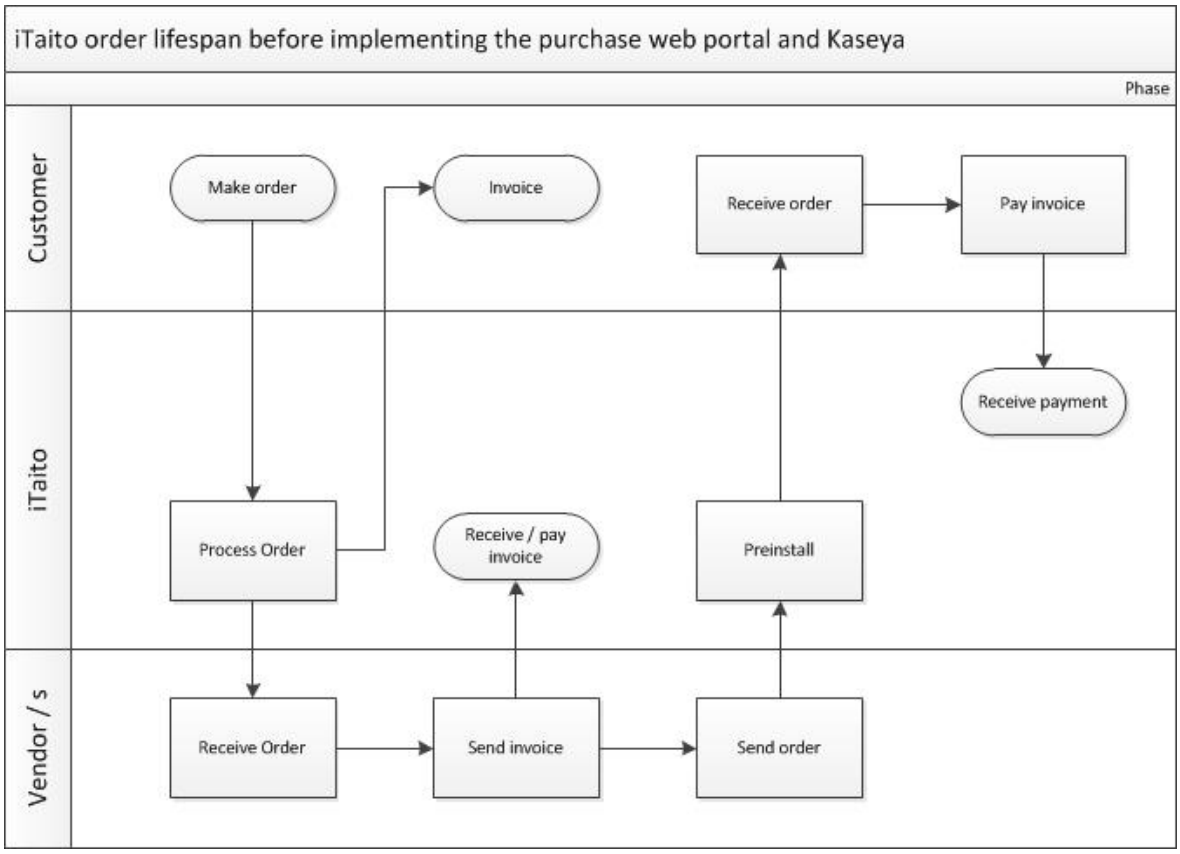

Fig. 1. ITaito's order lifespan before implementing the purchase web portal and Kaseya.

Basically everything is done manually. We have to enter the orders manually to Planmill, we have to search products from different vendors manually and then enter the buy in prices to Planmill manually. Then we receive the products at the office and we have to take the serial numbers manually and enter them to Planmill. After we have processed the order, someone has to pre install the computers and deliver them to the customer. After the computer has been delivered to the customer, it has to be installed to the customers' environment. Planmill and Netvisor are connected to each other so the billing is done by a push of a button.

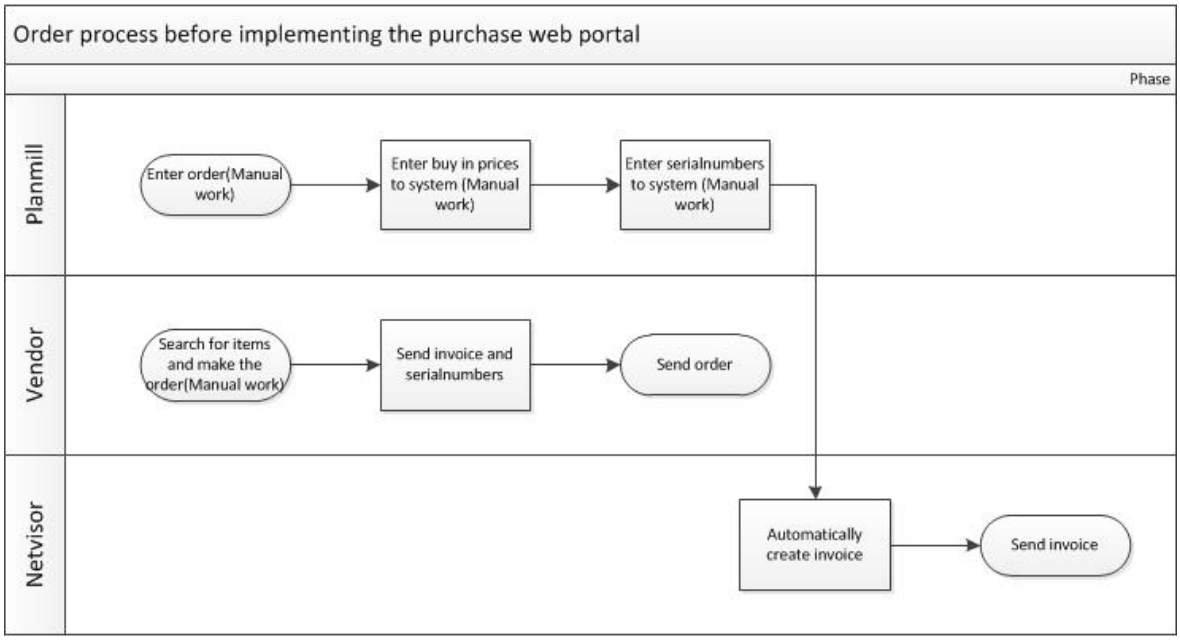

Fig. 2. ITaito's order process flow before purchase web portal.

After the purchase webportal and Kaseya are fully implemented the process will need lot less manual labor. Customer will make the order through the purchase webportal which will then generate the order to Planmill including the serial numbers of the products. The vendor will do the pre installation from a disc image that we have provided them with. After this the vendor sends the computers straight to the end customer. The customer connects the computer to the internet and Kaseya does the onsite installation. In some cases a subcontractor can be used for the folding of the delivery. The billing is done as before.

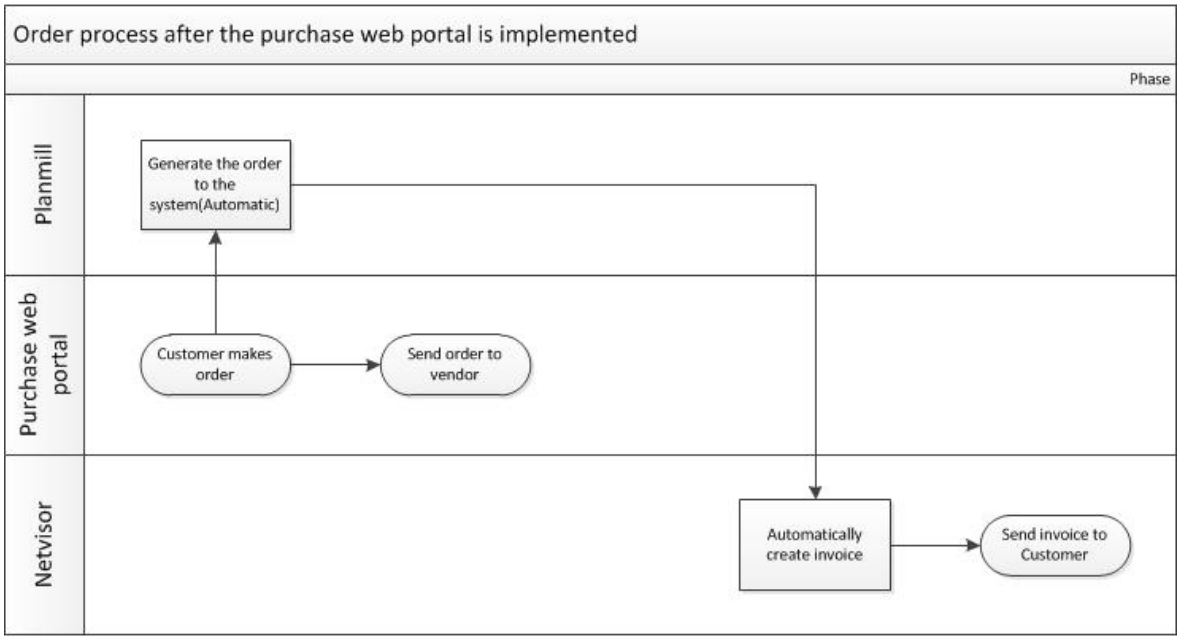

Fig. 3 iTaito's order process flow after implementing the purchase web portal

As you can see in figures 3 and 4 the work load for iTaito is lot smaller than in figures 1 and 2.

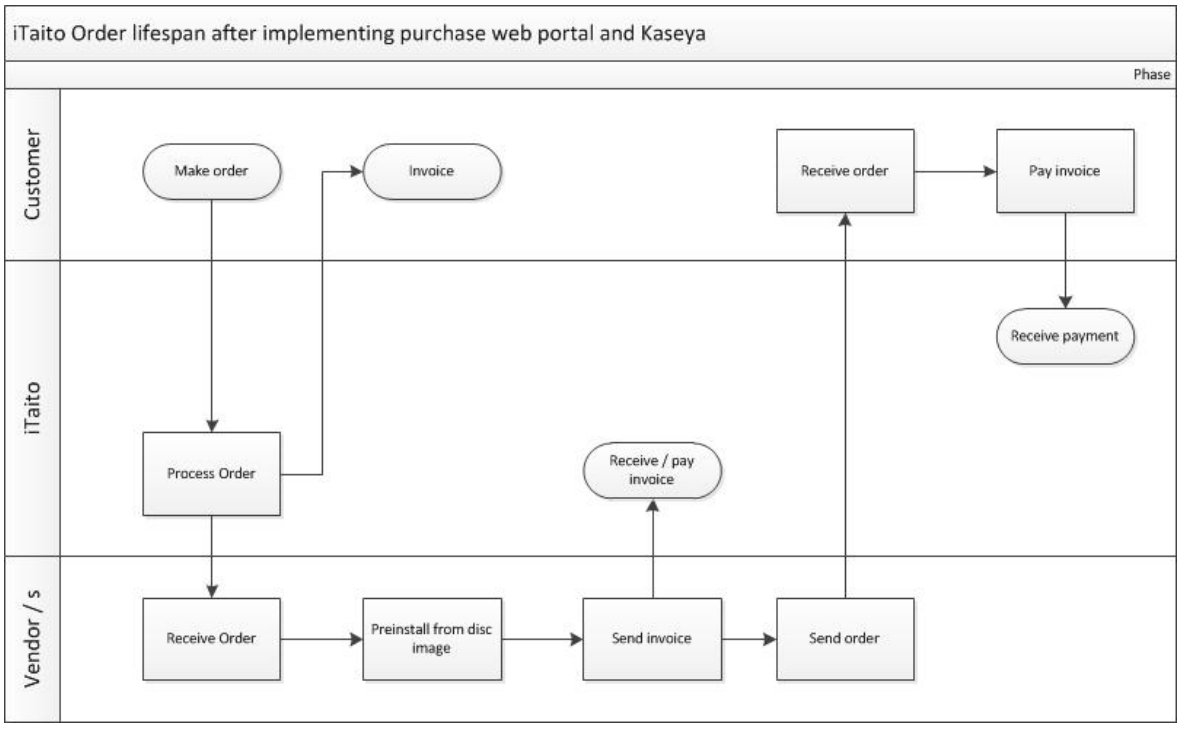

Fig. 4. ITaito's order lifespan after implementing the purchase web portal and Kaseya.

About the company

ITaito Oy is a Finnish company that provides ICT services mainly to midsize companies. The company was established in 2008 and it employs 20 people who are divided as follows: administration, financial, sales and production. ITaito Oy had a turnover of 2.2 million euros in 2010.

ITaito's business is based on generating benefits and added value, so that iTaito can do its part in enhancing their customer's business. The values guiding iTaito's operations are: honesty, openness and diligence. Open discussion and continuous learning are the underlying principle of iTaito's client work.

(http://www.itaito.fi/yritys.html)

About the vendor

E-bros is an international company with 50 employees in two countries, Finland and Lithuania. They have been doing software development for 20 years. Their turnover in 2008 was 4.2 million Euros.

E-bros expertise in automating business to business (B2B) connectivity, providing hosted solutions based on web technologies, logistics, data collection and mining and handling large data quantities effectively. E-bros is able to adapt to the customer's needs, thanks to their versatile software development skills.

E-bros products: Retail Hosting, Purchase Portal, DBMi, Medwin.

(E-bros PowerPoint presentation, 2009)

1 The purchase web portal

1.1 Graphical look of the purchase web portal

The graphical look of the purchase web portal is done to resemble the company's blue colors. The programmers of E-bros have been advised to take the color scheme and icons from the company's website www.itaito.fi. This will make it easy to link the purchase web portal to the company homepage and make the service look and feel like it is part of iTaito Oy.

Fig. 1.1.1 Company website www.itaito.fi.

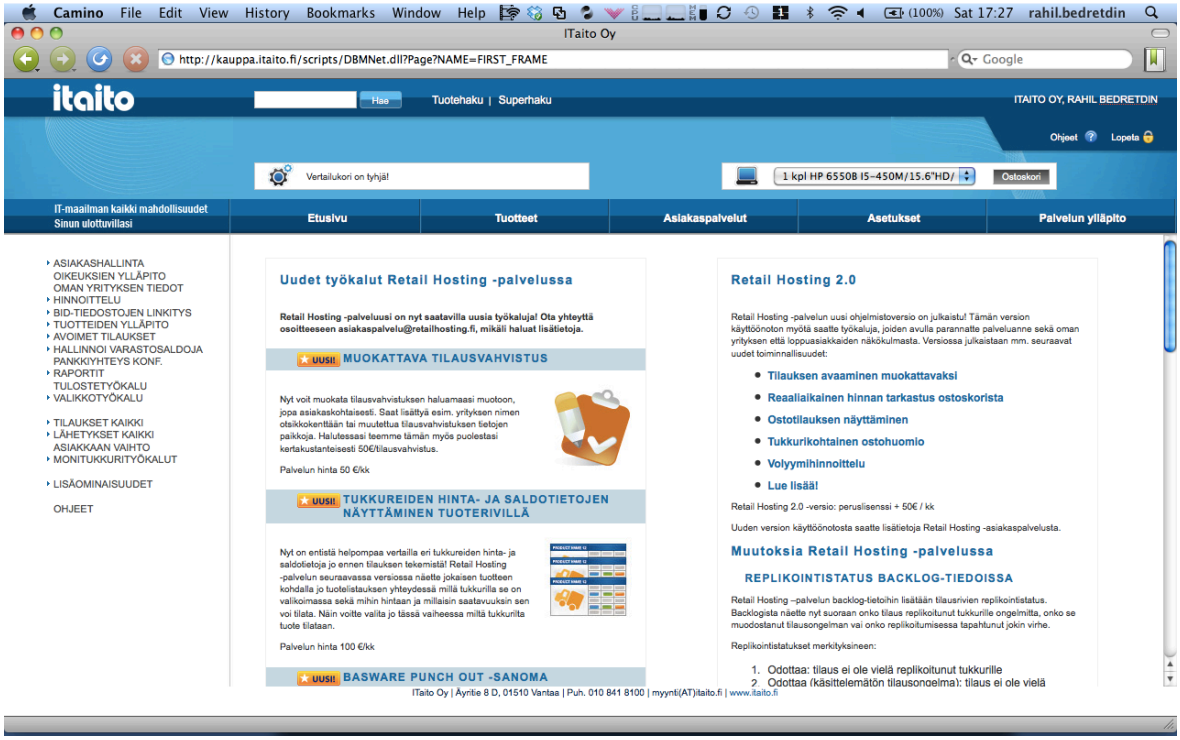

Fig 1.1.2 Purchase web portal website kauppa.itaito.fi.

1.2 Administrators of the web portal

ITaito purchased 2 administrator rights for the purchase webportal. I was made the primary administrator because I act as the project manager and I'm also implementing the whole system. The second administration is my supervisor Marko Nyroos who is in charge of the production side of the company. The second administration right could be given to someone else in the future.

1.3 Creating customers to the service

The customers are created to the purchase web portals database using a customer creation wizard. The wizard goes through 7 phases. During these phases the information is entered to the different fields in the wizard. You can move to the next phase by pressing the "Jatka" –button. The current fields can be emptied by pressing the "Tyhjennä" –button (Figure 1.3.1).

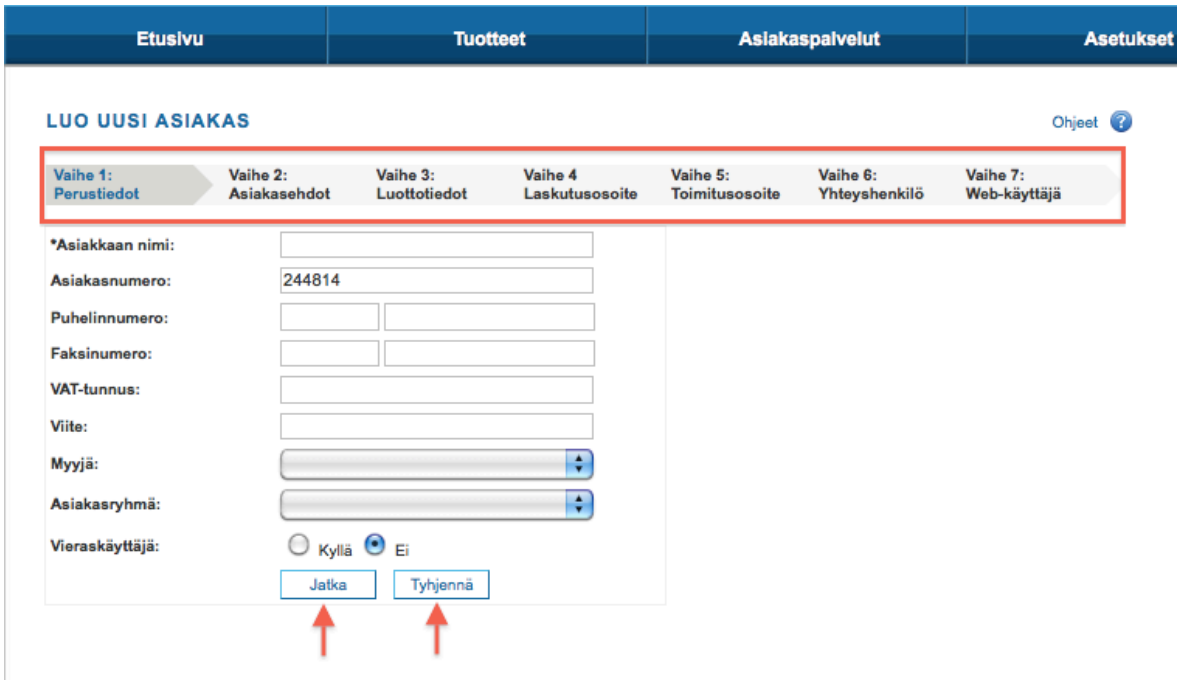

Fig. 1.3.1 customer creation wizard

1.3.1 Phase 1 Basic information

The customer name (company name) is entered to the first field. I'm using "THESIS DEMO COMPANY" as a customer for the example.

There is a system generated customer number in the "Asiakasnumero" field which will be used for this example. But when creating a real customer for the company I will use the customers VAT-number. The VAT-number is used because it is unique and because it is also used as a customer number in Planmill and Netvisor. This will make it easier to connect the purchase web portal with Planmill and Netvisor.

Customers phone number is entered to the "Puhelinnumero" field. VAT-number is added to the "VAT –tunnus" field. Sales person is selected from the first dropdown list. The sales person here means the administrator, and the chosen name will be shown in the customers view as the contact person. My name will be used for every customer created.

The customer group (Chapter 1.4) is selected from the second dropdown list. The customer group can be left empty. The radio buttons for "Vieraskäyttäjä" guest user are

yes “kyllä” and no “ei” we leave the “ei” button selected. Move to the next phase by pressing the “Jatka” –button (Figure 1.3.1.1).

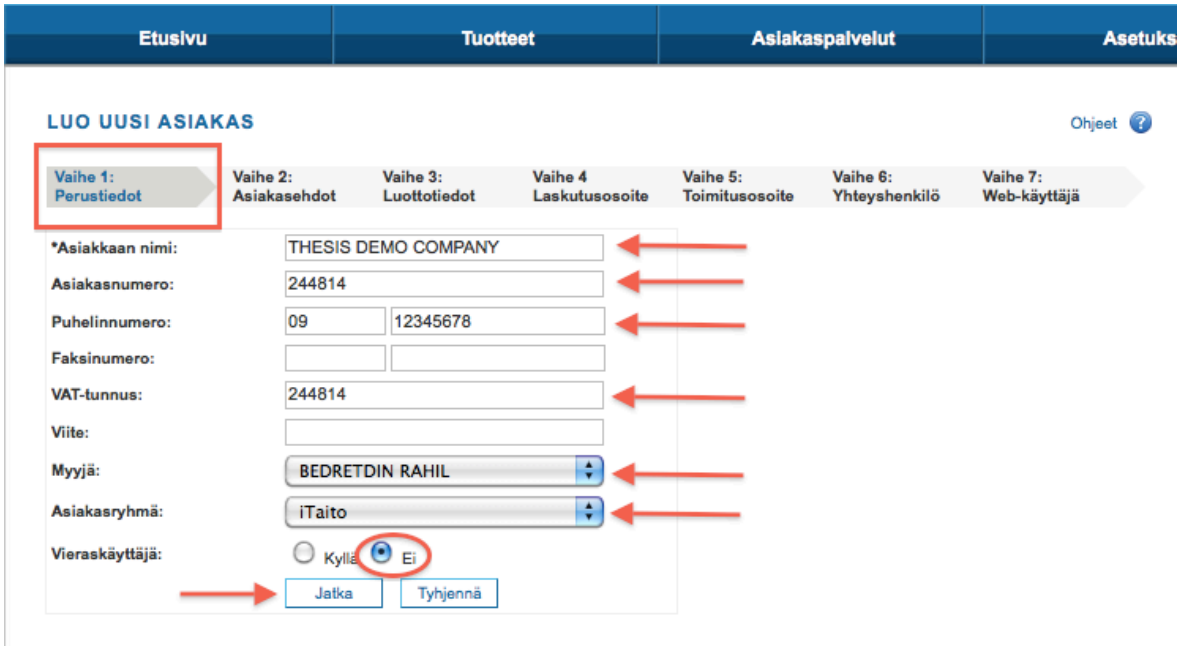

Fig. 1.3.1.1 customer creation wizard phase 1

1.3.2 Phase 2 Customer terms

From the first dropdown list you can select the default language. I have chosen “Suomi” because this is the language that majority of the company’s customers use.

From the second dropdown list you can select the default currency. I have chosen “Eur” for Euro, because this is the currency that the company deals in.

Interest for late payment is set to 16% and the allowable exceeding of payment due date is set to 5 days according to company’s rules.

The radio buttons for “Näytä bidit” show bids are yes and no. Bids are special pricings that can be requested from some manufacturers. Bids are given when you order large quantities of manufacturer items. I leave the no button selected. Move to the next phase by pressing the “Jatka” –button (Figure 1.3.2.1)

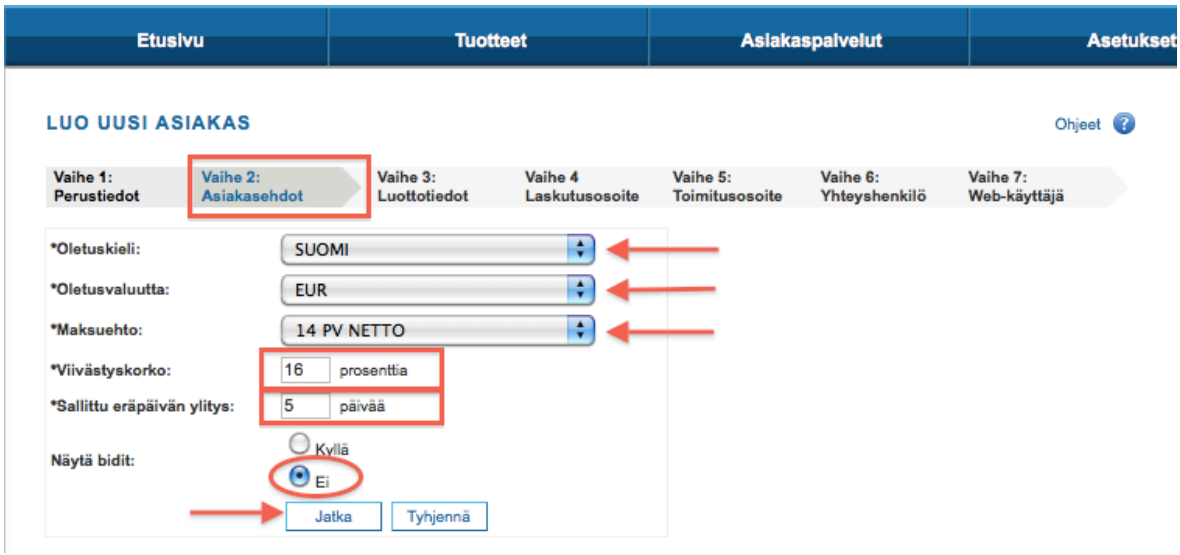

Fig. 1.3.2.1 customer creation wizard phase 2

1.3.3 Phase 3 Credit information

The values in the three first fields are set to 1. The system sends me a notification that I have to go to the system and accept the transaction, every time the customer makes an order that is over 1€. This is done because I want to monitor the order traffic in the beginning. E.g. If a customer makes an order for 10 000€ in mistake its better it filters through me than the vendor.

The company is not currently using any credit rating so the "Luottoluokitus" dropdown list is left empty. The radio button for "Toimituskielto" delivery ban is set on no. Move to the next phase by pressing the "Jatka" –button (Figure 1.3.3.1).

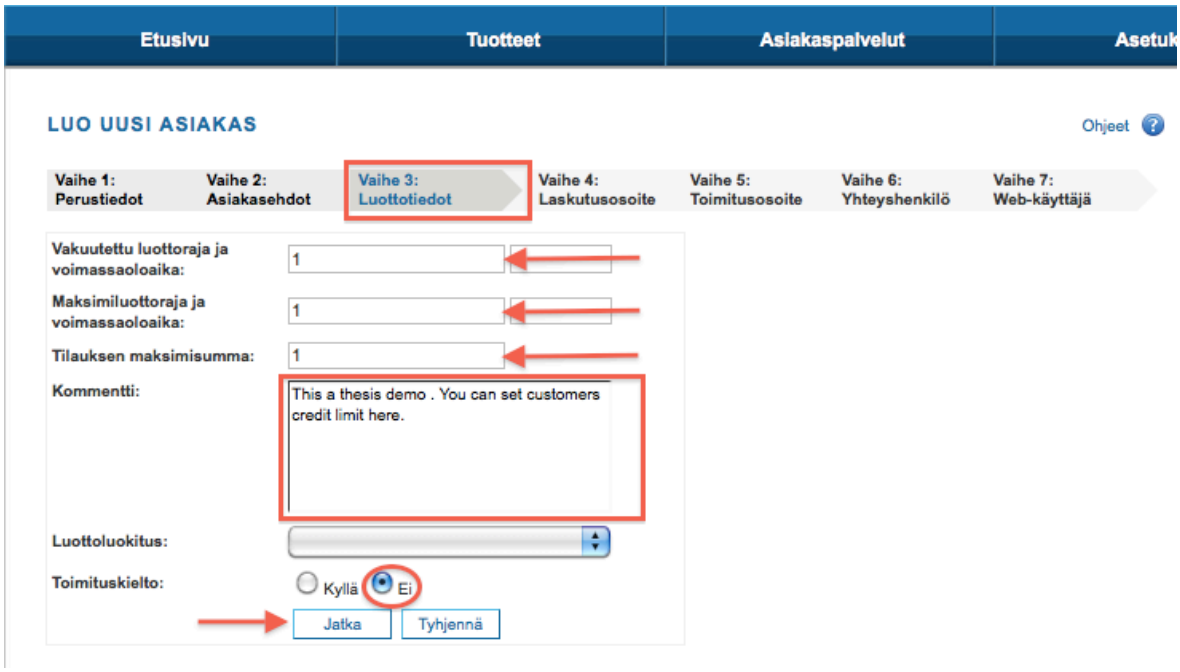

Fig. 1.3.3.1 customer creation wizard phase 3

1.3.4 Phase 4 Billing address

The billing address is filled in this phase. The "Osoitetunnus" address ID is left blank because the company is not using any address ID's. Move to the next phase by pressing the "Jatka" –button (Figure 1.3.4.1)

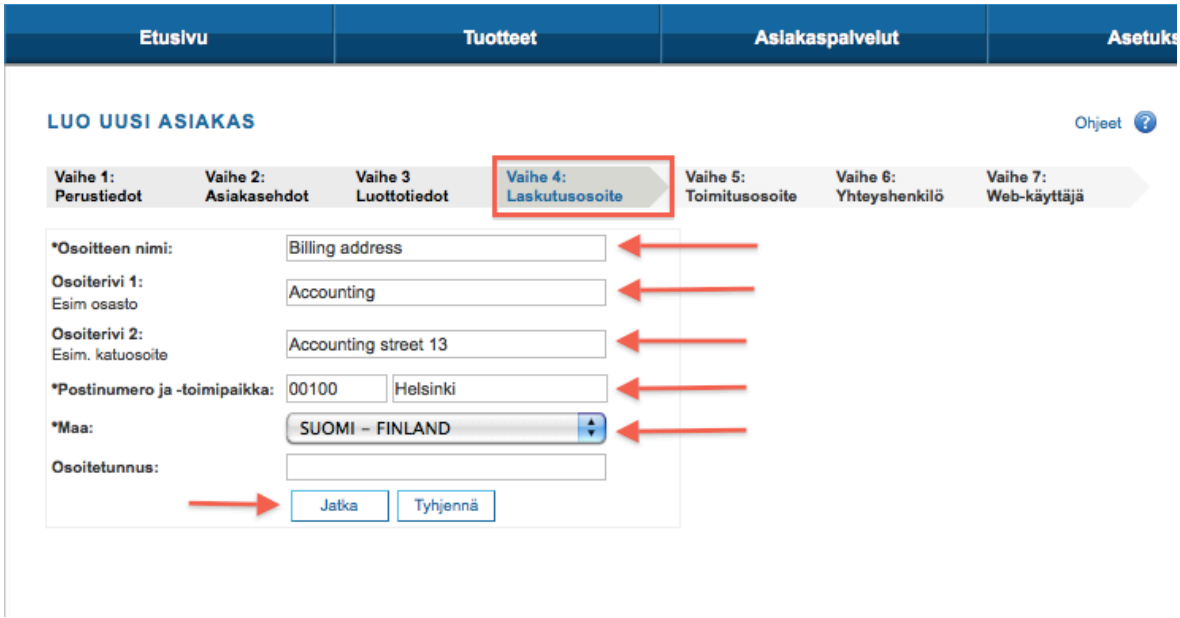

Fig. 1.3.4.1 customer creation wizard phase 4

1.3.5 Phase 5 Delivery address

The system copies the billing address information to the delivery address screen. This makes it easy to fill the delivery address because usually the billing and delivery address is the same. You just have to change the address name (Figure 1.3.5.1).

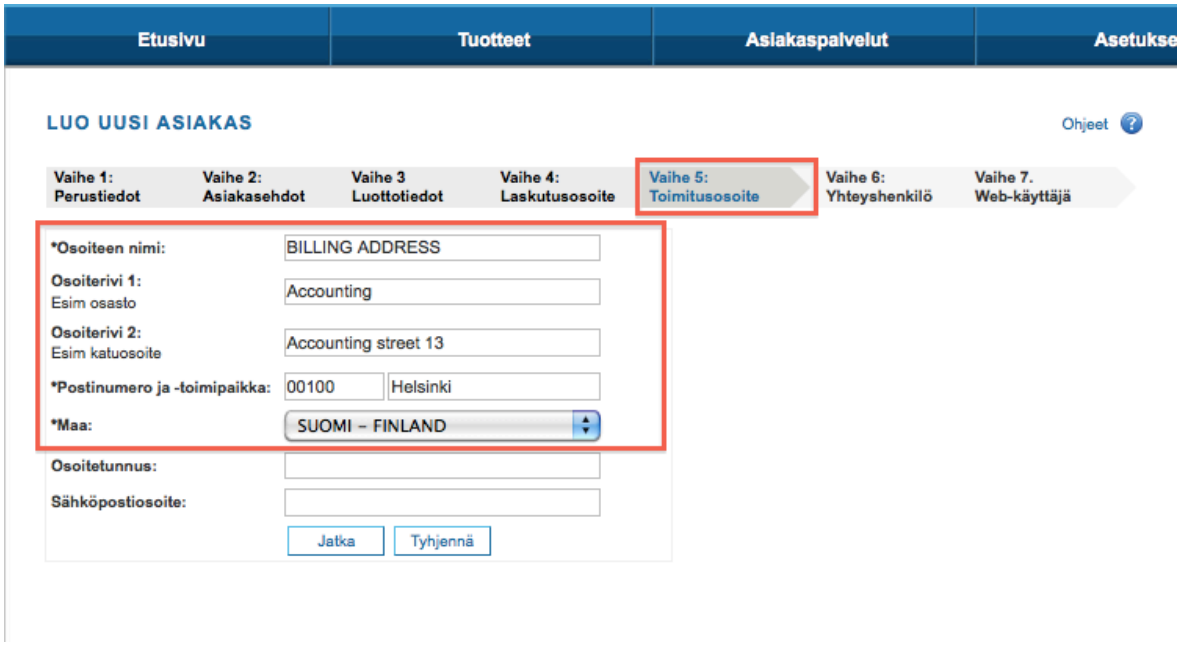

Fig. 1.3.5.1 customer creation wizard phase 5

I have created "KONEIDEN ESIASENNUS / ITAITO" address with iTaito's address for the delivery address because in the beginning all laptops and desktop computers should come through iTaito for pre installation. This was explained in chapter: Why implement a purchase web portal. Move to the next phase by pressing the "Jatka" –button (Figure 1.3.5.2).

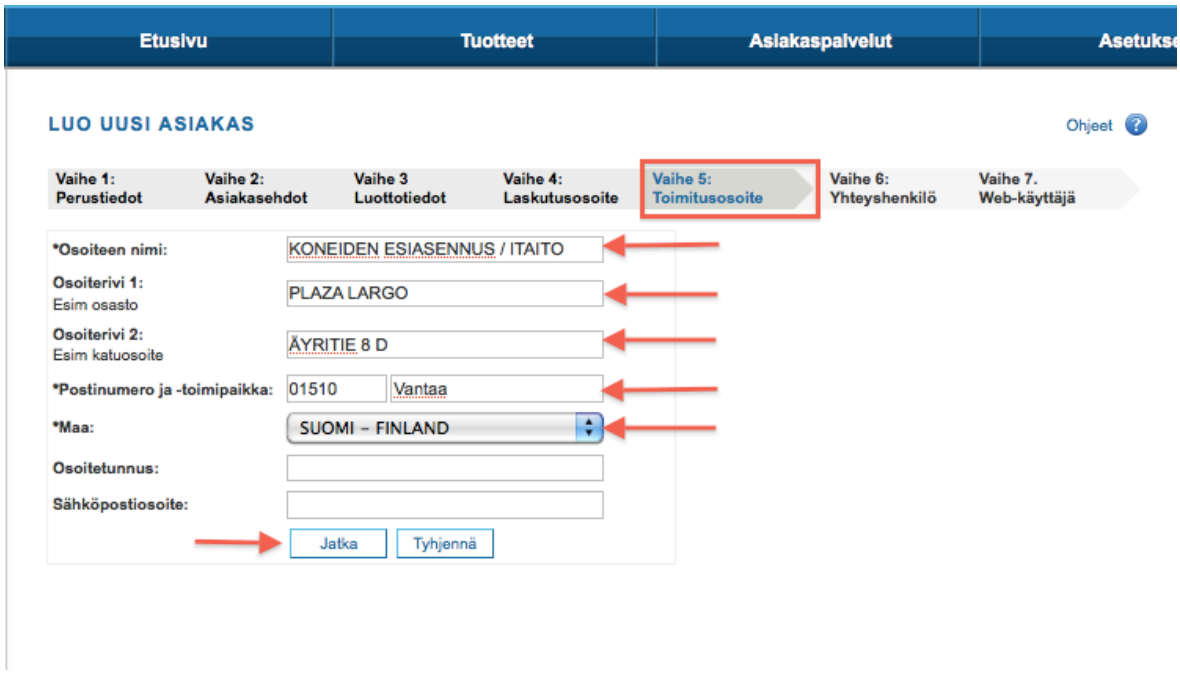

Fig. 1.3.5.2 customer creation wizard phase 5

1.3.6 Phase 6 Contact person

The contact person information is entered to the fields. For the example I have used first name: Thesis, surname: Demo and I've used my own work email as the email address because the user name and password for the purchase web portal will be sent to that address after completing phase 7.

Two checkboxes are checked: own order confirmation and own referrals. This means that you will get only confirmation and referral from your own orders. If there is a need for the customer to have a user who gets all the confirmations and referrals e.g. a customer wants many users but there is an admin user that wants to see all the transaction made to the purchase webportal.

It is possible to save the customer after this phase and perform phase 7 in a later time. This makes it possible to store a large amount of customers in the database and when the customer decides to start using the service, I can simply go and create them the web user rights that are created in phase 7. Move to the last phase by pressing the "Jatka" –button (Figure 1.3.6.1).

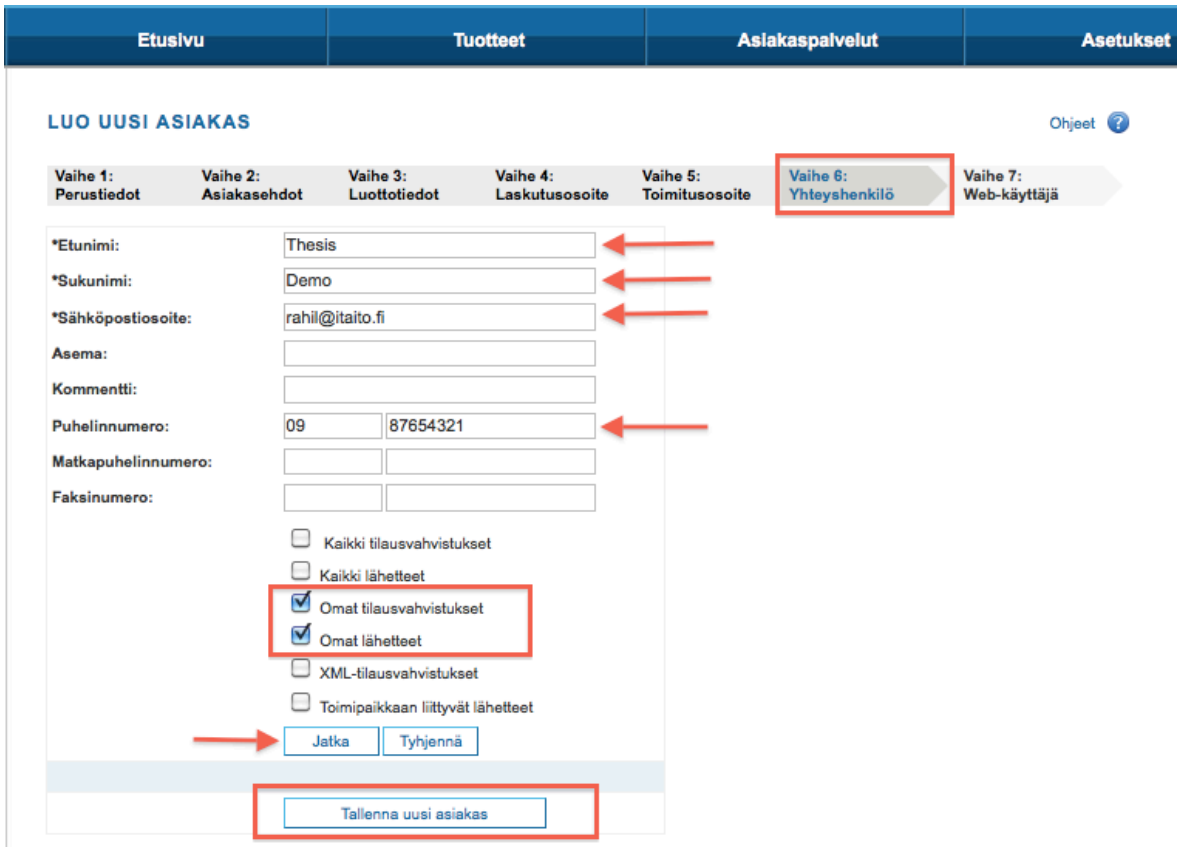

Fig. 1.3.6.1 customer creation wizard phase 6

1.3.7 Phase 7 Web user

In the final phase we give the web user rights to the customer. For the demo I've created user that can be used to access the purchase webportal until the 29th of April 2011. I've granted the user browsing privileges. The login information including the username and password can be found under Appendix 3: Login information.

In a real case I give the user role "ORDER WITH DD" (direct delivery). This allows the user to purchase items from the web portal to different addresses.

The customer is saved with "Tallenna asiakas" button. This will create an email welcoming the customer to the service and telling the customer the website where they can log in to the service and their user name and password to the purchase web portal (Figure 1.3.7.1).

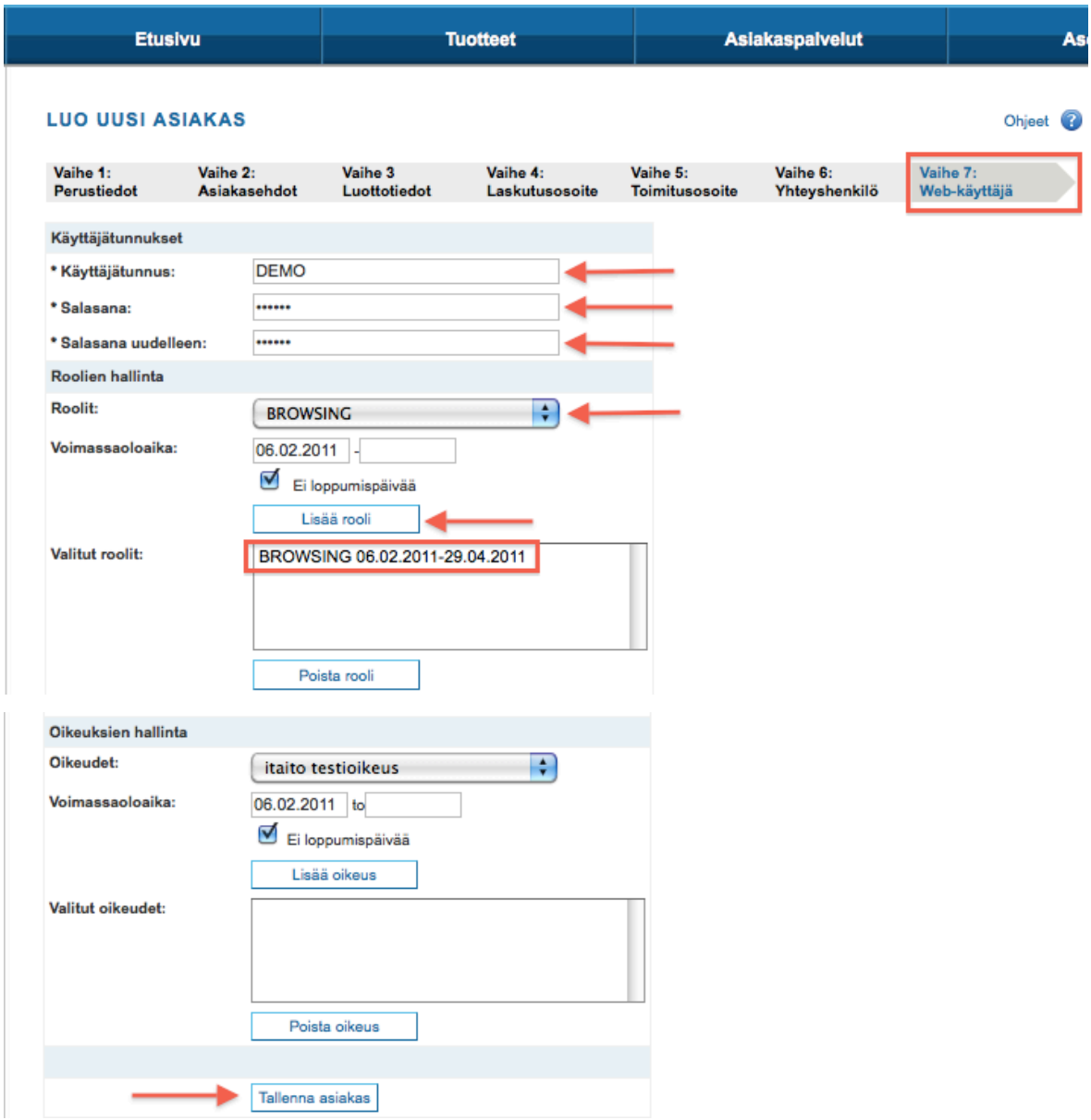

Fig. 1.3.7.1 customer creation wizard phase 7

1.4 Customer grouping

The customer will be divided in to groups according to their location and needs. There will be a basic group "iTaito perusasiakkaat" and group A, B and C for iTaito's bigger Business park customers.

The products and prices are set according to the groups. This eliminates the redundant work of adding the products and prices to each customer individually. The system allows creating specific products to individual customers that already are in a group. The specific products will be only visible to the customer they are assigned.

The customers can be moved from group to group if I notice there is a need for this. As the basic product portfolio should be same for all the different groups this shouldn't create any problems in the view of the customer that is moved to a different group. A problem occurs only when the customer is taken out of a group and not assigned to a new group. This will result in disappearance of the product portfolio from the removed customers view.

1.5 Pricing

The pricing for regular products can be done in two different ways; normal price list, this is where you can set the prices individually for each product associated with that price list. Or you can implement it as a multiplier price list where you add a cover ratio to all the products in the price list.

The bundle (chapter 1.6.1) pricing can be made in the same two ways as with regular products; but because the system doesn't know how to get the base price from all the products associated with the bundle you have to enter it manually in the building phase. That's why a monthly check up of bundles is needed to keep track on the base price. I've decided that this will be done every month last Friday. The work has to be done manually and depending on how many bundles there are in the system I have set aside 1-3 hours monthly for this task (Figure 1.5.1).

The work is done by inserting items that are included in the specific bundle to the shopping basket which then calculates automatically the current base price for the items. The new price will be compared with the old price and changed if needed.

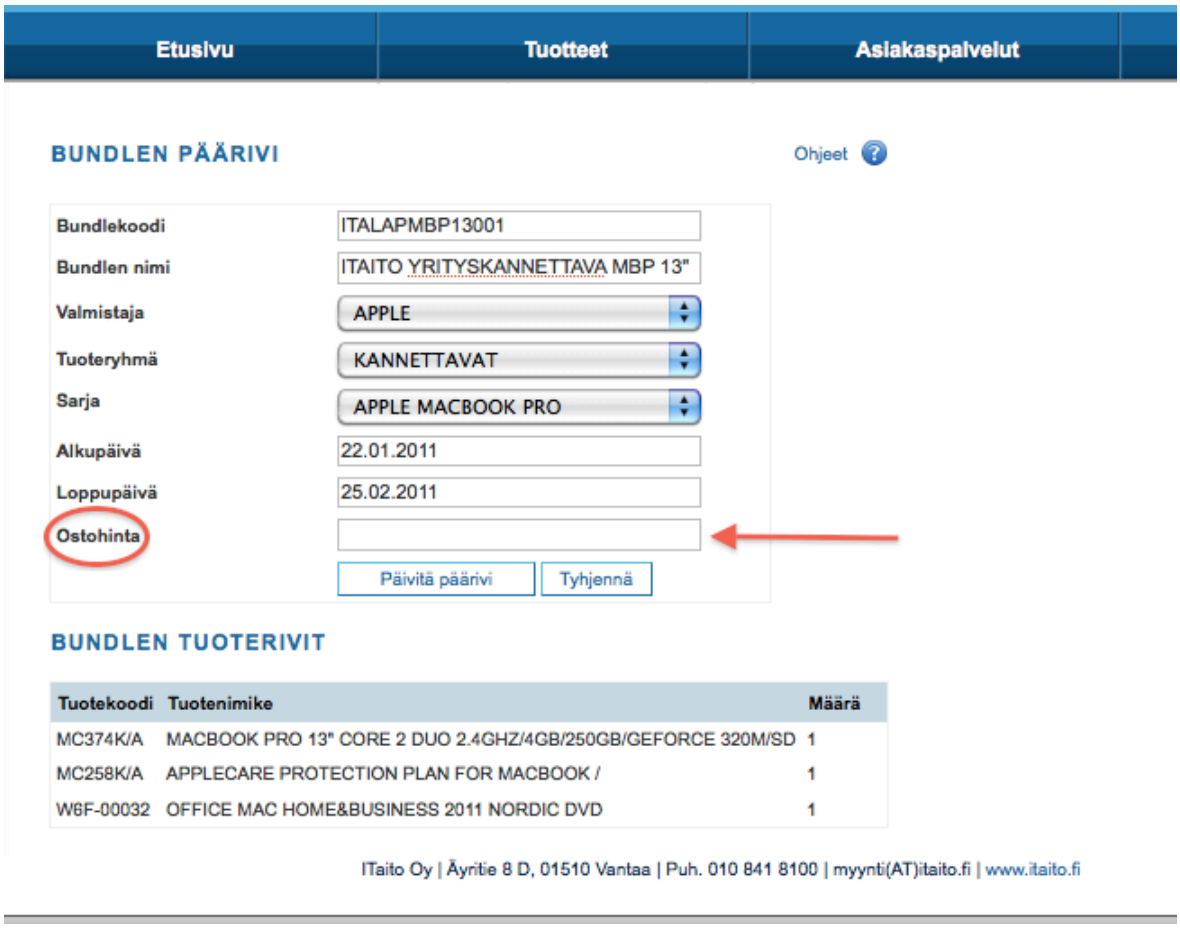

Fig. 1.5.1 Bundle pricing

1.5.1 Pricing strategy

The pricing strategy is found under Appendix 2: Pricing strategy (Confidential)

1.6 Product management

The purchase web portal is connected to eight different vendors: Also TechData, Ingram micro DE, ACC, Dacco, Deltaco, Brightpoint and our own warehouse. The product portfolio is vast and ever expanding. I'll enable certain products from the purchase webportal to the "iTaito perusasiakkaat" –group. This will make the shopping experience easier for the customer because e.g. instead of 500 computer models there are 15 selected business models from where the customer can choose the model they want.

The products that will be sold in the purchase web portal are: Laptops, Desktop computers, printers, printer ink, memory expansions for computers, computer bundles, papers, computer cleaning products, computer mice, computer keyboards, business projectors, computer programs, cellular phones, modems, monitors, external hard drives and computer care packs. These will be the products that will be sold in in the beginning.

I'm also negotiating with Ebros to get few of our other vendors connected to the web portal. Netmedia, Nortech Sweden and Aronet. With these vendors it would be possible to start selling firewalls, Panasonic phone systems and videoconferencing equipment through the purchase webportal.

1.6.1 Bundles

Bundles are special packages that can be created to the system by combining normal products in the system. I'll create bundles for laptop and desktop computers and office package. The bundles will be built in the end as follows:

The laptop packages: computer (main unit), 2GB memory unit (unless the computer already has 4GB memory), Microsoft Office 2010 Home & Business PKC, 3 year care pack next business day on-site and "iTaito asennus" (this will consist of pre installation from image by the vendor and end installation in the customers end through Kaseya.). "ITaito asennus" will be added later after the company has finished the Kaseya project (Figure 1.6.1.1).

Tuotekoodi	Tuotenimike
ITALAP6450B001	ITAITO YRITYSKANNETTAVA 14" 1 kpl: U4386E HP CARE PACK 3Y, NBD ON-SITE, B-SERIES 1 kpl: AT912AA#AC3 HP 2GB (DDR3 1333MHZ) SODIMM 1 kpl: T5D-00297 OFFICE HOME & BUS. 2010 FI (PKC) 1 kpl: WD774EA#AK8 HP 6450B I5-450M/14"HD/2G/320G /DVDRW/7P

Fig. 1.6.1.1. ITaito Laptop bundle without "iTaito asennus".

The desktop packages will be built the same way as the laptop packages but with added products: monitor, keyboard and mouse. There will also be a variation from the normal desktop package: desktop package with two monitors. This will require 2 monitors and a graphics card that supports 2 monitors (Figure 1.6.1.2).

Tuotekoodi	Tuotenimike
ITADT8100SFF001	YRITYSTYÖASEMA HP 8100SFF 2:LLA NÄYTÖLLÄ 1 kpl: PA892T#ABX LOCALIZATION KIT NORDICS (USB KB) - FIN 1 kpl: UE379E HP E-PACK 5/6/7/8000 NBD OS DT ONLY 3Y 1 kpl: FY943ET HP NVIDIA QUADRO NVS295 (2XDP / 2XDVI-D) 1 kpl: AT024AT HP 2GB PC3-10600 (DDR3 1333 MHZ) DIMM 1 kpl: WJ992ET#UUW HP 8100SFF I5-650/2X1GB/320GB /DVDRW/7P32 1 kpl: T5D-00297 OFFICE HOME & BUS. 2010 FI (PKC) 2 kpl: WS231AA#ABB HP 21.5" X22LED (1920X1080/VGA,DVI)

Fig. 1.6.1.2. ITaito desktop bundle with 2 monitors without "iTaito asennus".

The office package for laptops will be built from a monitor, docking station, mouse and keyboard. Variation for this will be built from 2 monitors; advanced docking station (supports two monitors), mouse and keyboard (Figure 1.6.1.3).

Tuotekoodi	Tuotenimike
ITAOPBASIC001	ITAITO PERUSTOIMISTOPAKETTI 1 kpl: NZ222AA#ABB HP 120W ADVANCED DOCKING STATION 1 kpl: 920-002551 LOGITECH DESKTOP MK120 FI/SE 1 kpl: WS231AA#ABB HP 21.5" X22LED (1920X1080/VGA,DVI)

Fig. 1.6.1.3. ITaito Office package for laptops bundle.

I'll check monthly the availability of the products that are associated with each bundle. This will be done at the same time as the price check is done (see 1.5 Pricing). If a product is removed from the vendors' product portfolio, or isn't part of the customers or customer groups portfolio, the bundle that holds that item will disappear from that customers / customer groups view. That is why this checkup is needed. I'll have to see if the checkup has to be done weekly or twice a month in the future. For now the monthly checkup is enough because the sold products are common enough.

1.7 Customer view

The customer view looks almost the same as the company view with few exceptions. The "Palvelun ylläpito" link is missing from the navigation bar and all the advertisements for Ebros products are gone from the front page. Also the product variety on the left side of the page in "Tuotteet" –page has a smaller selection of product categories (Figures 1.7.1 and 1.7.2).

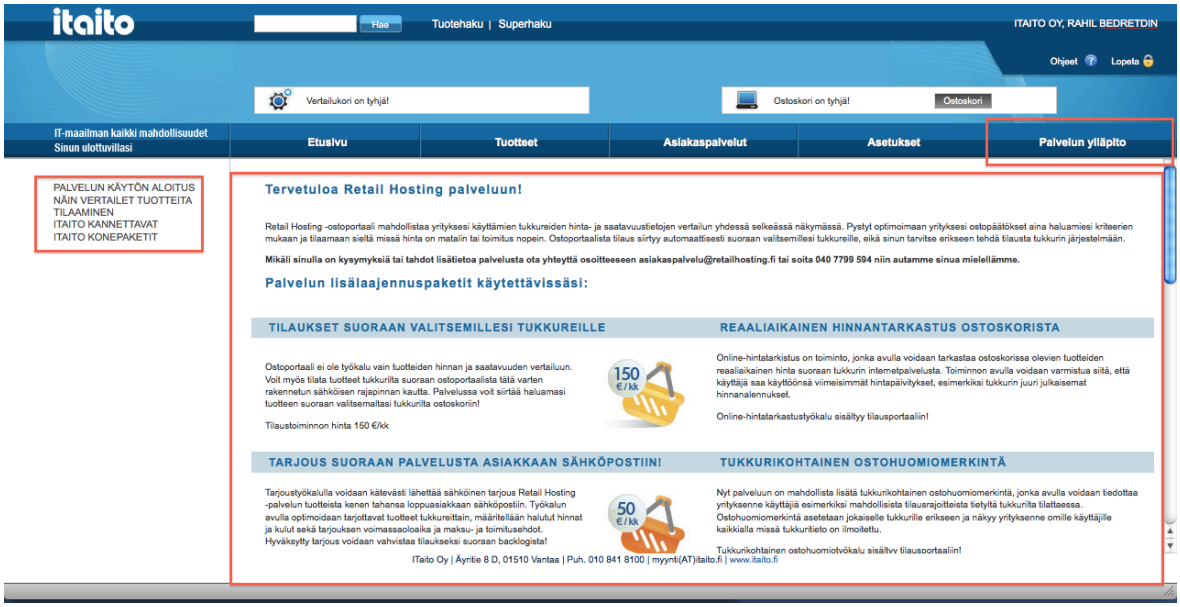

Fig.1.7.1 Company's view of the purchase webportal

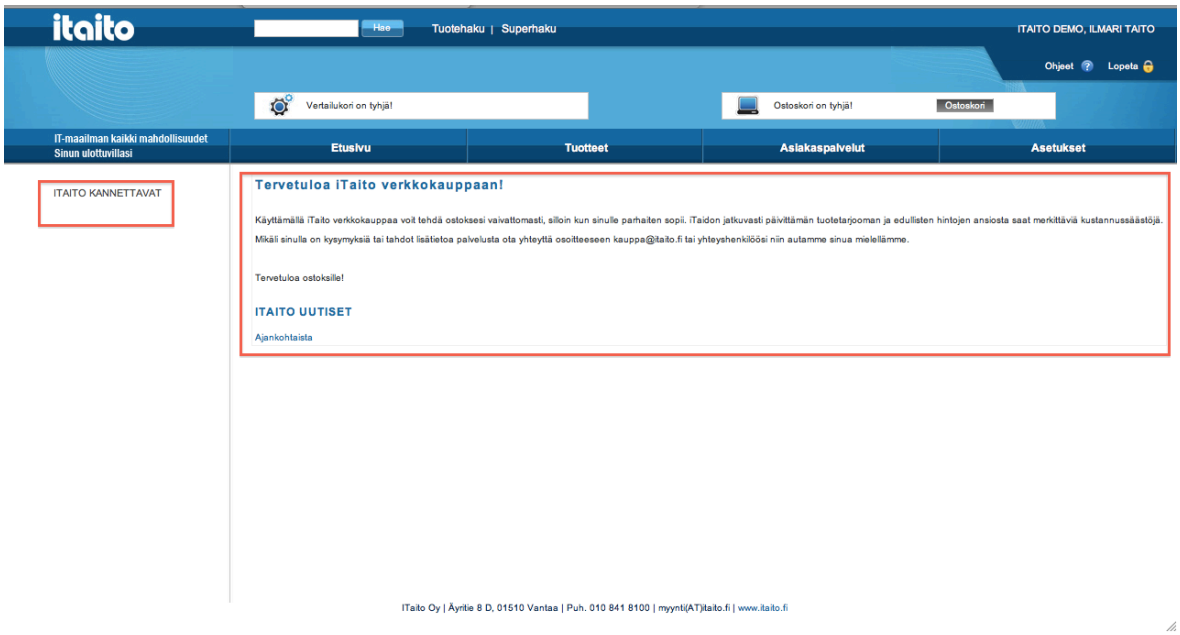

Fig. 1.7.2 Customers view of the purchase webportal

1.7.1 Tailored printouts

The key for the success of this purchase web portal is the tailored printouts or pages for the customer. These printouts will appear on the left side of the web page on the front page of the purchase web portal. This will make it easier for the customer to find products they need from the purchase web portal. The purchase web portal has a products page ("Tuotteet") but the product the customer is seeking can be behind 3-5 links. For more information see Appendix 1: User guide and from there chapter: 3.2.1 Tuoteryhmät.

The printout can be made using HTML or a special printout tool that is part of the system. I use the printout tool for my printouts.

The tool is located in the "Palvelun Ylläpito" page under "Tulostetyökalu". From there you get three choices "Julkaistut tulosteet" for published printouts, "Luonnokset" for sketches and "Varmuuskopiot" for backups. You can look at the published printouts but you can't modify them. The sketches you can look at and modify. The system will create a backup every time you publish a new version of a previously published page. This makes it easy to go back and get the previous version of the printout if something goes wrong (Figure 1.7.1.1).

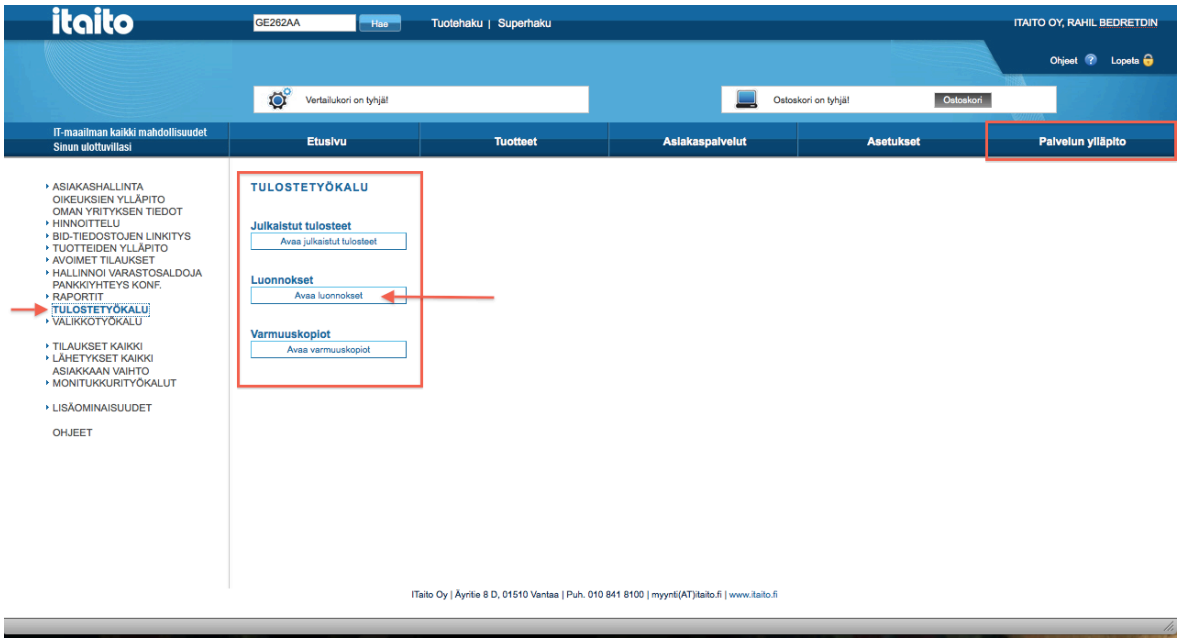

Fig. 1.7.1.1 How to get to the “Luonnokset” page.

The printouts have to be built systematically because every time you add something it’ll go to the end of the list under the root or heading. If the printout is built wrong you might have to re-do the whole printout or at least erase a large part of it just to add something in the desired place.

I’ve decided to build the printouts as follows: root, heading 1, text, heading 2, text, product / bundle, text. The structure is built on top of the root so that heading 1 is added under the root (Figure 1.7.1.2). Heading 1 usually refers to the product category e.g. “Paketti 1: ITAITO PERUSKANNETTAVAT”.

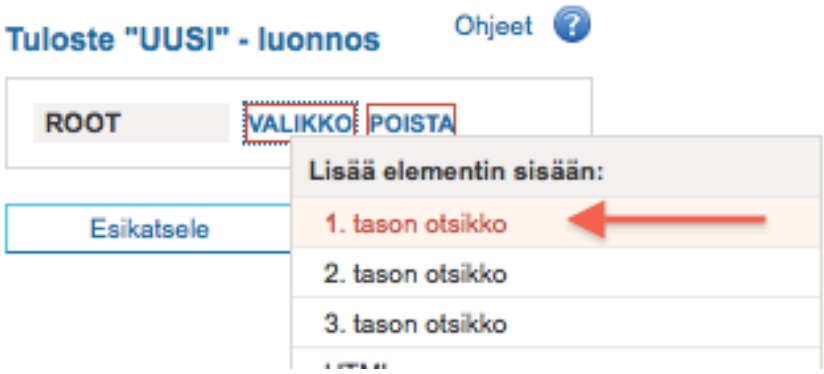

Fig 1.7.1.2 Adding heading 1 on top of the root

The text field is added under heading 1 as heading 1 was added under the root. The text field can be used for describing heading 1 or it can be left empty for later use.

Heading 2 is also built under heading 1 and it describes the product that belongs to the product category that is being described in heading 1. E.g. ”ITAITO PERUSKANNETTAVA 15.6" 3G”. The second text field is added under heading 2 and it can be used for information about the product in question. The product / bundle will be added under heading 2 and it’ll print under the text field. You can add multiple products / bundles if necessary.

I can add as many heading 2’s, containing text field and products / bundles, as I need under one category; but after all the required heading 2’s are entered I’ll enter a text

field under the last one and write HTML code inside it.. This is done to create a little bit space between categories. The HTML code that is used is <br/> this will create an empty line inside the text field. The <br/> code is written three times. This creates large enough gap between the categories (Figure 1.7.1.4).

When starting a new category, heading 1 is added under the root again. Not under the last heading 1 or heading 2. This way the new heading 1 is printed under the old heading 1 and everything it holds under it (Figure 1.7.1.3).

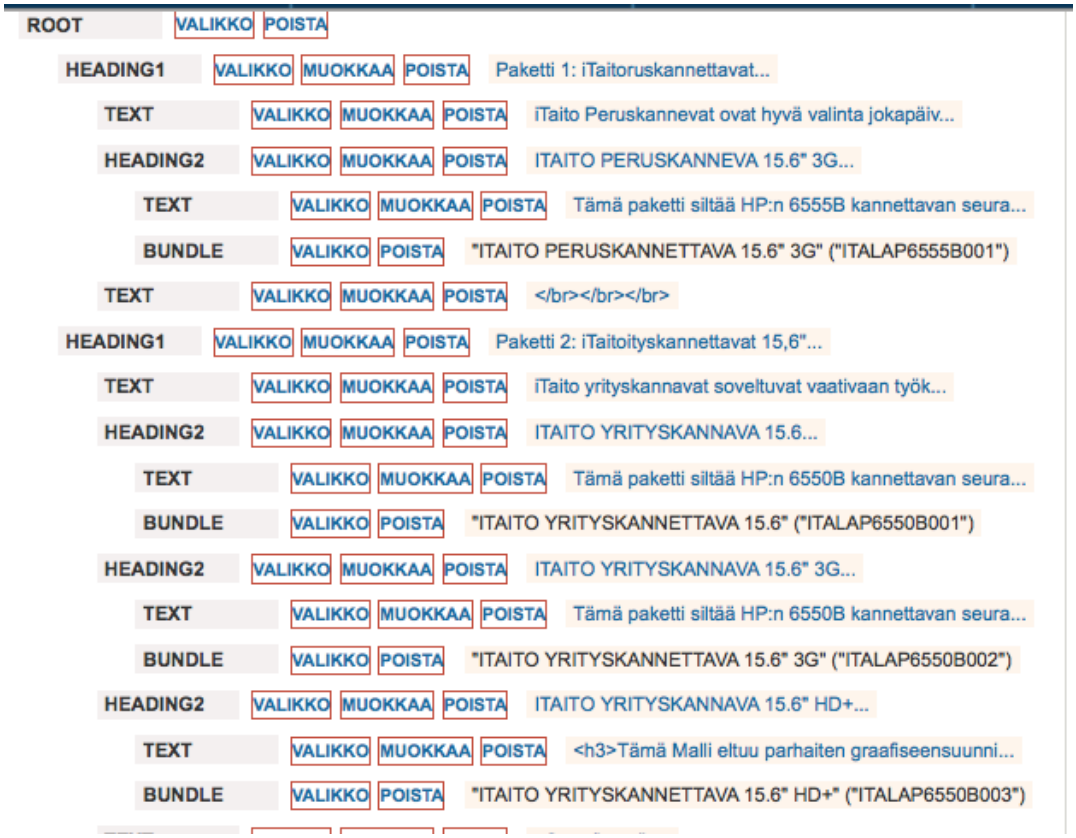

Fig. 1.7.1.3. The structure of "iTaito kannettavat" printout.

When the printout is structured as described earlier it is easy to handle and changes. I can also make a copy of the printout and re-use it as a printout for different products. This will increase productivity in my work because I don't have to start over every time I'm making a new printout.

Figure 1.7.1.4 demonstrates how the print out looks in the purchase webportal.

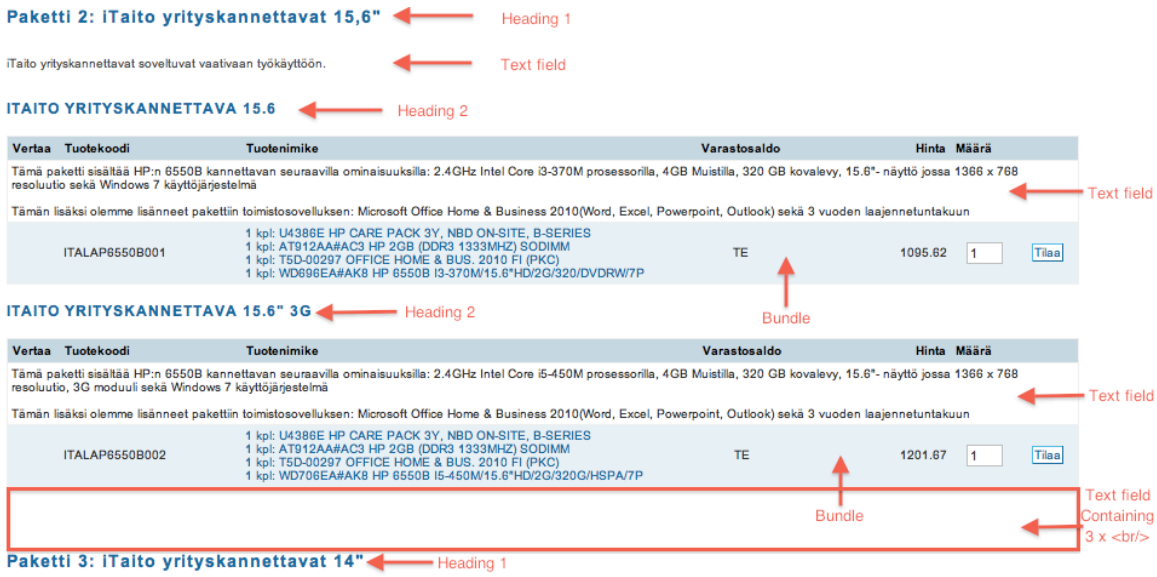

Fig. 1.7.1.4. How the printout looks in the purchase webportal.

As it was mentioned before, it is possible to add HTML code inside the text field. I'm also using this to add level 3 headings (<h3></h3>) inside some text fields (Figure 1.7.1.5). This brings emphasis to the text I'm writing. This is done to capture the users' attention. It is also possible to link pictures from the internet to the text field but because there are no CSS files, in my user level, that I can modify the picture placement can't be controlled very well. This is something to look into in the future.

Fig. 1.7.1.5 Emphasized text inside the text field.

2 Testing

Testing is done internally and externally. Internally means I'll do orders using my own user profile to do orders from the system. Externally means I'll do orders using an actual customer profile to do the order. The tests will be conducted working closely with Ebros. Ebros will be monitoring the data flow during the orders and inform me how

the process went. I'll inform Ebros by email few hours before I'm about to make the order and then send them a new email right before I actually make the order.

The main vendors, Also, TechData and Ingram micro DE, will be tested first and the rest will be tested when I'll need to order something from them. This will be done because we're mainly using Also for all the orders so it's important that it works.

3 The service launch and distribution to customer

The Service launch will be sometime in March and the customer will be informed through a newsletter. The newsletter will be designed together with an advertising agency. In discussions with the advertising agency we decided that a link for the purchase web portal will be done on the company's website. We also decided that at when the newsletter is sent to the customers we'll also add the same information to the front page of the company website.

We're also looking into investing on specialized memory key that has the text: "iTaito verkkokauppa "and the URL of the purchase web portal. This memory keys would then be divided to our sales personnel who in turn would administer the memory keys to our present and new customers.

The idea behind this is that the sales person would tell the customer about the purchase web portal and then give them the memory key as a present. This would then remind the customer about the purchase web portal every time they look at the memory key. The memory key will be preloaded with information about the company and the purchase web portal.

3.1 Customer motivation and guidance

The customer will be motivated by letting them know and experience that everything they need for their company can be easily found and purchased from our purchase web portal. The customer is also made aware that iTaito has chosen the products especially for the customer and fully recommends and supports them. The web portal is managed daily and updated accordingly to make sure that new products will be available as soon as they arrive to the vendors. I'll also be working closely with our marketing personnel and inform them about the new products and offers. This information will be used in our newsletter iNews which is released periodically. There is also the possibility to market the purchase webportal without it being part of iNews. In this case we'll just make our own newsletter which will be distributed to the desired customers.

The customer guidance will be done through the user manual (Chapter 3.2), on-site guidance, and remote guidance when needed. The user guide will be distributed to all the users. The distribution will be done as follows: I'll mainly try doing on-site guidance. This means that I'll go to the customer and go through the order process and functionality of purchase web portal with the user or users. The remote guidance will be given to users that are outside Helsinki metropolitan area. The remote guidance will be done using TeamViewer and a phone. TeamViewer is remote support software that allows the user to access any computer that has the software installed (www.teamviewer.com). Using the TeamViewer I can control the customers' computer and at the same time explain to them on the phone what I'm doing (Figure 3.1.1).

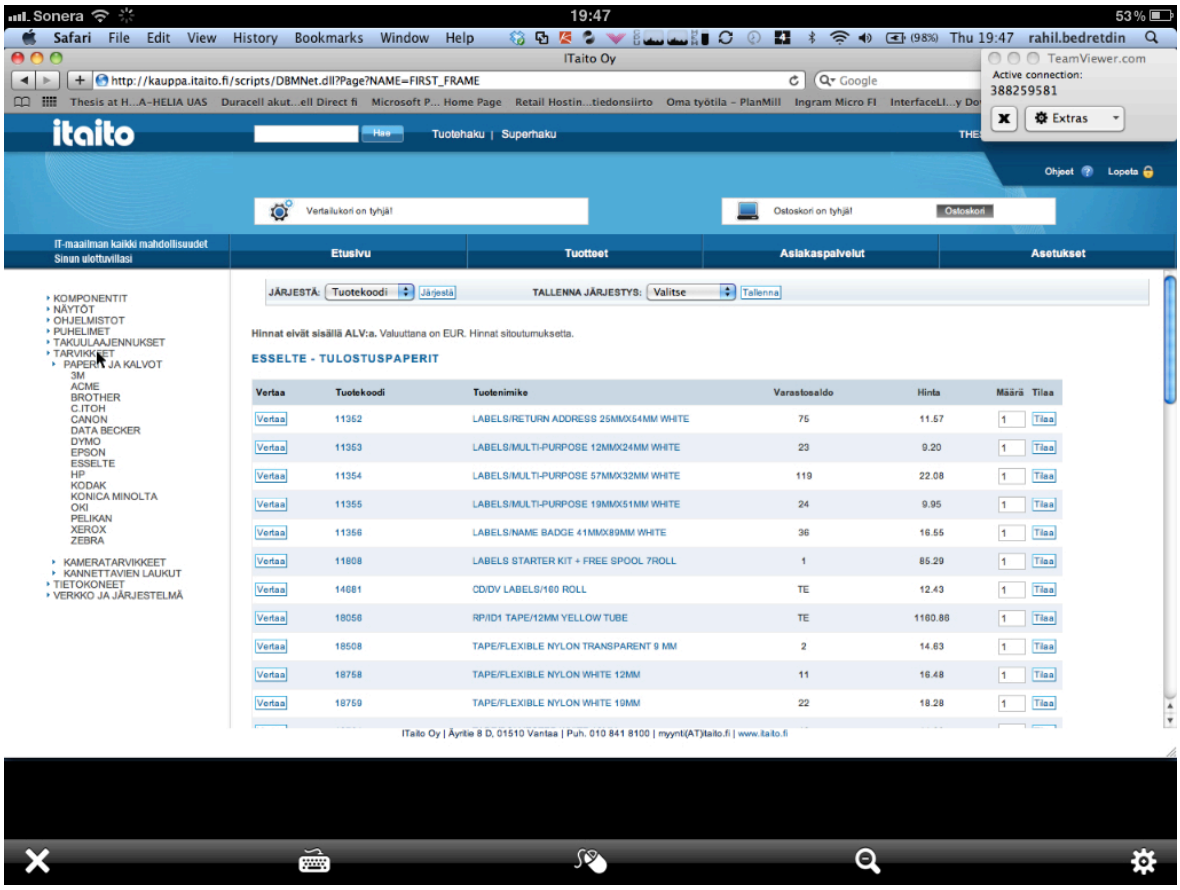

Fig. 3.1.1 View from iPad that is connected to a computer via TeamViewer

3.2 User manual

The actual user manual can be found under Appendix 1: User manual (iTaito Verkko-kauppapalvelun Käyttöopas). The manual will be done using screen shots from the purchase web portal. I'll add arrows and boxes to the screen shots so that they'll clarify instructions that are being explained. Whenever there is mention about a button or a link from the system it'll be written in quotes and bold e.g. push the "**Next**" –button. The wanted effect of this is that the person who's reading the guide will associate the text with the picture. First you read the text and see "push the "**Next**" –button" and after that the user sees the picture where an arrow is pointing at the "**Next**" –button.

4 Information gathering

4.1 Financial benefits

A yearly objective will be set which will be divided into monthly objectives. These objectives will be then reviewed periodically and measured to see the expenses versus the profit for the company. A bonus model will be created based on the success of these objectives. This will be a motivating factor to make the purchase web portal as successful as possible.

4.2 Customer satisfaction

The Customer satisfaction will be measured by polls done with Webropoll and customer feedback. The polls will be conducted ones or twice a year. The first poll will be done in 3 months from the launch of the purchase webportal. The customer feedback will be taken in daily interaction with the customer.

4.3 Company satisfaction

Company satisfaction will be measured from the results from 4.1 and 4.2.

5 Naming conventions

The bundles and service products product code will be named as follows: 3 letter abbreviation of the company / customer name, 2-3 letter abbreviation of the product category in question, model number of the main product or a word describing the product, three numeric values starting from 001. The numeric value will grow with 1 (001->002) every time a new version of the same bundle is made. Everything is written using capital letters.

E.g. ITALAP6450B002. This means: iTaito, laptop, HP 6450B, bundle 2, or ITAOPBASIC001. This means iTaito, office packet, basic packet, bundle 2. Service product example: ITAPI001. This means iTaito, pre installation, product 1. There is no

need to use model number when naming service product because the needed information is implied in the second part.

Bundlekoodi ▼	Bundlen nimi ▼▲	Alkupäivä ▼▲	Loppupäivä ▼▲	
ITADT3125MT001	ITAITO PERUSTYÖASEMA	22.01.2011	25.02.2011	Muokkaa
ITADT8000SFF001	YRITYSTYÖASEMA HP 8000SFF 2:LLA NÄYTÖLLÄ	20.12.2010	25.02.2011	Muokkaa
ITADT8100SFF001	YRITYSTYÖASEMA HP 8100SFF 2:LLA NÄYTÖLLÄ	20.12.2010	20.12.2011	Muokkaa
ITALAP6450B001	ITAITO YRITYSKANNETTAVA 14"	22.01.2011	25.02.2011	Muokkaa
ITALAP6450B002	ITAITO YRITYSKANNETTAVA 14" 3G	22.01.2011	25.02.2011	Muokkaa
ITALAP6450B003	ITAITO YRITYSKANNETTAVA 14" HD+	22.01.2011	25.02.2011	Muokkaa
ITALAP6550B001	ITAITO YRITYSKANNETTAVA 15.6	22.01.2011	25.02.2011	Muokkaa
ITALAP6550B002	ITAITO YRITYSKANNETTAVA 15.6" 3G	22.01.2011	25.02.2011	Muokkaa
ITALAP6550B003	ITAITO YRITYSKANNETTAVA 15.6" HD+	22.01.2011	24.02.2011	Muokkaa
ITALAP6555B001	ITAITO PERUSKANNETTAVA 15.6" 3G	22.01.2011	25.02.2011	Muokkaa
ITALAPMBP13001	ITAITO YRITYSKANNETTAVA MBP 13"	22.01.2011	25.02.2011	Muokkaa
ITALAPMBW13001	ITAITO PERUSKANNETTAVA MBW 13"	22.01.2011	25.02.2011	Muokkaa
ITAOPBASIC001	ITAITO PERUSTOIMISTOPAKETTI	24.01.2011	25.02.2011	Muokkaa

Fig. 5.1 Bundle naming convention.

The printouts and price lists will be named as follows: The company / customer name and the product group it is holding. This is done to make my job easier. Separating the printouts and price lists that are visible for all the customers or customer groups from the ones that are visible for a specific customer or customer group makes it easier to handle the printouts and price lists because you see immediately to whom that printout belongs to. E.g. "ITaito laptops" when the printout or price list is named like this, it means it is visible for all the customers. When the price list is named like this for example "Thesis desktops" it is only visible for the customer or customer group "Thesis".

Conclusion

As this project continues at the time of ending this thesis it is difficult to predict the customer and company satisfaction. During this project the base of the purchase web

portal was laid. By abiding to the rules set in this thesis I'm able to take this project to the next level.

The goal is to build a tool from the web portal which will ultimately consist of approximately 10-15% of the company's yearly turnover. This is achieved by making sure the purchase web portal is filled with products that answer the customer needs. The user interface has to be easy to understand and easy to use. When choosing customers for the portal the company must make sure that the right kind of customer is chosen.

My prediction is that we're starting to see the purchase web portals full potential sometime in autumn 2011. The biggest challenges at the moment are the integration to Planmill and the company's pressure to start seeing results.

As the company is growing there is absolutely a need for systems like the purchase web portal and Kaseya. These systems enable the company to concentrate on growing their business. These systems also enable the employees of the company to concentrate on their own special fields instead of maintaining low level tasks like they are doing now. By mastering these tools the company is able to gain advantage against competitors.

References

http://www.itaito.fi/yritys.html
E-bros PowerPoint presentation, 2009
http://www.teamviewer.com/en/index.aspx

Appendices

Appendix 1: User manual (iTaito Verkkokauppapalvelun Käyttö-opas)