

# Building a National E-Commerce Leader

Virto Commerce Customer Case Study

## Challenge

In order to launch their project, Kupinatao needed a stable extensible platform that would be capable of handling large catalogs. The platform of choice for Kupinatao would have to be flexible, scalable, and reliable enough to support a long-term e-commerce strategy.

Kupinatao is a Russian version of Taobao, the largest on-line Chinese store.

Kupinatao was one of the first on-line stores in Russia offering goods directly from China. Kupinatao allows remote cities all over the country access to e-commerce.

Some of the more specific requirements Kupinatao had for their e-commerce project included the following:

- Remote catalog access through API
- A drop shipping system
- Configurable marketing campaigns and promotions
- Support for consolidation and shipment of items from different suppliers into a single order
- An easily manageable system for returns and additional orders
- Support for localized product description
- Browsing the products based on customer reviews





## Solution

Virto Commerce was able to address the challenges that Kupinatao had. A dedicated Virto Commerce team was assigned to Kupinatao specifically for this project. Over a period of six months, the Virto Commerce team worked closely with Kupinatao to take their ideas and concepts into a fully functioning e-commerce web-store.

The Virto Commerce development team used the broad flexibility of the Virto Commerce platform to achieve the following:

- Easily operate large catalogs with millions of positions.
- Promote the most profitable products through the system of local translation for selected products.
- Make seasonal and weekly changes; including, merchandising, dynamic content, and promotions.
- Meet customers' needs using various communication channels and tools.
- Create warehouse tools using Virto Commerce OData API's and WPF framework.

Kupinatao offers its customers more than 800 million items - from apparel to automotive parts - made in China, Korea, Japan, and other countries. These products are delivered all over Russia, as well as other CIS countries.





## Result

Since Virto Commerce provided Kupinatao with a highly flexible and scalable e-commerce platform, Kupinatao was able to face the dynamics and growth of their market. Kupinatao has become the leader in Russian-Chinese ecommerce sales in just two years.

Here are some of the results Kupinatao had after they used Virto Commerce:

- Number of customers exceeded 200,000
- Number of items reached 800 mln positions
- Number of monthly page views increased more than 10 times in 2 years (from 19 mln to 125 mln)
- Number of reviews exceeded 500,000
- Online store operations were painlessly integrated with the warehouse management system and tracking postal items system

“Using Virto Commerce platform capabilities we have created very powerful system of gathering, publication and managing customer reviews. This system helps Kupinatao customers make the right choice out of millions of positions and drives our sales”

*Sergey Sinyugin, CEO Kupinatao*

