

Building national eCommerce leader

Virto Commerce Customer Case Study

Challenge

In order to launch the project, RuTaobao needed a stable extensible platform that could handle large catalogues. Solution also needed to be flexible and scalable enough in order to support the long-term ecommerce strategy.

RuTaobao is a Russian version of the largest Chinese on-line store Taobao. RuTaobao was one of the first on-line stores in Russia offering its customers from remote cities all over the country the great variety of goods directly from China.

In particular RuTaobao was looking for an ecommerce solution that will allow it to:

- Work with remote catalogues through API
- Work through the drop shipping system
- Develop configurable marketing campaigns and promotions
- Support consolidation and shipment of items from different suppliers to a single order
- Easily manage returns and additional orders
- Support localized product description
- Browse the products based on customer reviews





Solution

The development work required six months of effort from a dedicated Virto Commerce team that worked closely with the RuTaobao team to launch the commerce web-store from scratch.

The development team used the broad flexibility of the Virto Commerce platform to customize RuTaobao's very specific business needs. The platform allowed RuTaobao to:

- Easily operate large catalogues with millions of positions.
- Promote most profitable products through the system of local translation for selected products.
- Make seasonal and weekly changes – 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.

Today RuTaobao proposes its customers more than 800 million items (from apparel to automotive parts) made in China, Korea, Japan and other countries and delivered all over the Russia, as well as to other CIS countries.



Result

By using a highly flexible and scalable ecommerce platform Rutaobao could face the dynamics and growth of the market and has become the leader in Russian-Chinese ecommerce sales just in 2 years:

- 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 RuTaobao customers make the right choice out of millions of positions and drives our sales”

Sergey Sinyugin, CEO RuTaobao

