

A background image showing two women in a clothing store. One woman with curly hair, wearing a blue blazer, is holding a pink sweater. The other woman, wearing a yellow sweater, is looking at the sweater. They are surrounded by clothing racks and shelves in a well-lit store environment.

Simplifying B2B ordering into a unified commerce platform for a fashion retailer

Discover how a fashion retailer replaced manual B2B ordering with a unified commerce platform, improving efficiency, inventory visibility and scalability

Executive Summary

As the retailer expanded its retail network, manual ordering and fragmented systems increasingly slowed stock replenishment and created unnecessary operational complexity. Orders placed by phone, email and fax were difficult to scale and prone to errors.

The company partnered with Accessa to introduce a unified B2B commerce platform that digitalised ordering while supporting future supply chain initiatives. Within six months, the platform reached an 80% adoption rate among business customers, providing 24/7 ordering, real-time inventory visibility and faster order processing. The organisation gained a more efficient commercial operation and a scalable foundation for future growth.

ADOPTION RATE

80%

Business customer adoption within 6 months

ORDERING ACCESS

24/7

Continuous ordering and pre-order management

ONE PLATFORM

Unified B2B

Ordering, inventory and supply chain processes

Business Challenges

The company serves a diverse retail network, including mono-brand stores, multi-brand retailers and shop-in-shop partners. Supporting these business models required fast, reliable order processing while maintaining consistent stock availability across multiple channels.

Many critical workflows, however, still depended on manual communication. Stock replenishment requests were commonly submitted by telephone, email, or fax, making order processing slower, more difficult to scale, and vulnerable to human error. At the same time, business rules were only partially documented, while operational data remained distributed across multiple applications connected to a central ERP system.

These limitations affected far more than operational efficiency. Manual processes delayed replenishment, complicated delivery confirmation and made it harder to introduce new digital capabilities.



Rather than solving isolated issues, the brand needed a **flexible digital foundation** that could modernise its commercial operations while preserving continuity across its existing systems.

Accessa's role and approach

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Solution Highlights

Rather than introducing another standalone application, the solution established a **common operational platform** that connected ordering, inventory visibility and supply chain processes. It replaced fragmented manual workflows while creating a flexible foundation for future business services:



Multi-brand B2B commerce platform

supporting different retail formats through a single digital experience.



Automated replenishment and real-time inventory visibility

replacing manual ordering by phone, email and fax.



Integration with existing ERP systems

allowing the business to modernise without disrupting operations.



Ordering simplification and commercial activities support

through mobile access, shared baskets, digital catalogues and order history

Business outcomes

The new platform quickly became the preferred ordering channel for the company's business customers, reaching an **80% adoption rate within six months of launch**.

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Business users gained continuous access to ordering and pre-order management, reducing dependency on manual communication while accelerating replenishment and sales. Real-time inventory information improved order accuracy, automated workflows eliminated many of the inconsistencies associated with manual processing, and stores were able to confirm deliveries more efficiently, helping reduce product returns.

Beyond the immediate operational improvements, the platform established a **scalable digital foundation for future growth**.



What began as a modern B2B ordering solution now **supports marketing, merchandising and supply chain processes**, enabling the organisation to introduce new capabilities without rebuilding its digital commerce landscape.



Accessa is a **European technology company** with 20+ years of experience in turning business challenges into opportunities and growth.

A value-driven organisation, it has established itself as a **partner of choice for major brands** in Retail, Manufacturing, and Financial Services. It covers the complete digital evolution journey of its customers, from ideation and requirements setup to software development and managed services solutions.

20 +

Years of experience
delivering value for
major global brands

1200 +

IT specialists across
strong, customer-centric
engineering teams

80 +

**Active customer
accounts** across the
European market

71

customer NPS in
2025

Want to shift from keeping Retail running to moving Retail forward? **Let's talk more.**

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