

CHALLENGING TIME FOR CHALLENGING SERVICES

Changes can be gradual and smooth, or they catch us by surprise.

In the past two years, we have faced a huge number of new challenges, including those that have arisen against the backdrop of a pandemic. The explosive growth of e-commerce created fantastic opportunities for the development of the electrical distribution services. Naturally, the understanding that transformation is necessary has appeared earlier. Many points of growth unexpectedly became approachable and allowed us to accelerate those changes that in the recent past seemed to be a long-term perspective.

This product covers the needs of all participants in the electrical market; increased sales for manufacturers, easy integration for distributors and friendly service for clients, regardless of their expertise.

We are confident that the future lies with ready-made, easy-to-use solutions that will create a comfortable environment for doing business.

Maya Avdonina

Head of RAEC E-commerce development center

In the recent past, we have had to ensure that product data is relevant and complete. Distributors upload content to their systems and transform it according to their own needs. This large and complex work is carried out on a daily basis. But in addition to it, there was a need to create application, ready-made services for automating business tasks.

The tasks related to our expertise in product data management and the generation of algorithms based on them came to the fore.

We have launched a number of projects, one of which is the Universal Configurator for the selection of wiring products. This service is also being developed by manufacturers, but our product aims to solve the following tasks:

1. selection of wiring products from all manufacturers in one window mode, without the need to support several applications with different configurations;
2. the ability to recalculate the project at the request of the user, based on the need to change the design, color or reduce the cost of the project;
3. creating a comfortable field even for an inexperienced user, who chooses only the design and color, with all hidden elements of the project loaded into the shopping list automatically, eliminating the risk of missing something.

