

## Customer Story - The Vanca

They were struggling. Not because their products were Bad, But because their products were too Good.

The Vanca is a Woman's apparel brand which has quickly established itself in a fairly new e-commerce industry of India. It has become quite popular among young fashion conscious women with its fresh range every season of well designed, value for money apparels. It now sells on most of the top marketplaces of India.



WHAT'S NEW



WHAT'S HOT



WHAT'S TRENDY

WHAT'S CLASSY

*"Today we spend More time on our Core Business Functions."*

Rajeev  
(MD, The Vanca)

But the story was different 18 months ago. They were struggling. Not because their products were bad, but because their products were too good. The demand from customers and portals was higher than they had expected. They had tasted success, response was encouraging and they wanted to build on that. **They wanted to transition themselves from 'testing the waters' phase to 'scaling up' phase.**

Never give a Machine's job to a person Or the other way round.

During Transition - That's exactly when they understood the problems of managing growing business using Excel sheets. **"Our operations were too person-dependent and thus unreliable. The whole set up was good for small operations. Not for the growth that we were foreseeing"**, says Rajeev Sinha, the founder of The Vanca."And since I had worked globally as SAP consultant before, I knew that we needed a good software solution to our problems".

Coming from a Tech background, Rajeev inherently understood that - never give a machine's job to a person or the other way round. We believe in that too and **that's why Unicommerce automates**

**almost every aspect of order fulfillment process.** “Perfect Solution. I had very clear requirements and Unicommerce fitted perfectly” as how Rajeev puts it.

Unicommerce changed the way they were running their business operations. By allowing them to manage and automate end to end flow of orders, it minimized the uncertainty at operations level. Features like one click returns management, payment reconciliation, channel mapping takes the pain out of running an e-commerce venture.

## This is how he articulates the Value Unicommerce brings in to The Vanca

Work habits of everyone involved in running The Vanca, are now centered around Processes. The systematic approach that Unicommerce bring in acts as an anchor for other processes in the company. It has really enabled us to be process driven organization, Rajeev agrees. “While discussing with my business colleagues, I always tell them - **Because of Unicommerce, We can spend more time on our Core Business Functions**”, - this is how he articulates the value Unicommerce brings in to The Vanca.

The Vanca confidently relies on us because they know, they have experienced the robustness of Unicommerce solution. The product, Uniware, not just blurs away the complexity by its easy to use, useful features but the certainty it brings in delivering results, makes it dependable.

## Scale Changes Things.



Not just your work habits, processes but most importantly - Scale changes How you take business decisions. Because Scale does not come alone. It brings with it the Risk. Wrong decisions can literally put you back to square one. At such time, ‘Guts’ are not enough. You need information. Lots of it. Relevant one. The one you are looking for. In a format which is effective. That’s one crucial area, Unicommerce scores big time with its customers. The Vanca loves the fact that Unicommerce captures every pieces of data which they can curate later. Whether its reports on each customer or Item master report or any such useful report. Everything is possible. **That’s how Unicommerce turns ‘Scale’ into an advantage.**

*“Perfect Solution. I had very clear requirements and Unicommerce fitted perfectly”*

Rajeev

(Rajeev worked globally as a SAP consultant before creating The Vanca)

Want us to Do the Same Magic for your Business ?

Contact us -  +91- 8882722222 |  [www.unicommerce.com](http://www.unicommerce.com)