

Covid-19: DUNE also mobilizes in the field of e-commerce

DuneAdviser, a software design company specialized in SaaS (Software as a Service), aims to help companies, from SME's to multinationals, in all sectors of activity: real estate, yachting, events, etc. ...

Very committed during the pandemic that we are going through; it offers **free licenses** for companies wishing to benefit from **telework**.

It also **accompanies e-commerce professionals**, an activity particularly necessary during a general coronavirus lockdown.

The challenges of digitalisation in times of crisis

The economic consequences of the Covid-19 pandemic are very significant. Retailers have been particularly affected. In France, for example, the business climate indicator fell "heavily" in March, yielding 10 points compared to February, its strongest decline since the launch of this indicator in 1980.

While it experienced its most massive fall in the services sector with a decline of 14 points, the situation also deteriorated sharply in the retail sector, penalized by lockdown measures, with a fall of 13 points.

It is this dizzying fall that must be stopped, before going up the slope.

One solution is the **digitalisation of the "retailtech" sector** encouraged by the French Government.

A quick solution to digitalize online sales

The DUNE solutions of DuneAdviser are global, efficient, and quick to install.

The highly efficient e-commerce web platforms cover business management, contact management, contracts, customer relations, orders, quotes and invoices.

The goal is to save business leaders time. An interesting example is the "Les Vélos du Marché", a startup company that is in high demand in these times of lockdown.

Indeed, it delivers fresh products to their customers using... electric bikes.

DUNE, key to the success of e-commerce for "Les Vélos du Marché"

Strict inventory management is of great importance in E-commerce. This is explained by **Thierry Briquet, based in Lausanne**. He designed "**Les Vélos du Marché**", a start-up company that facilitates access to quality food by delivering it directly from the market to customers. In times of lockdown its services have become almost indispensable.

"The website and back-office designed by **DuneAdviser** appears to be that of a classic e-commerce, but behind it, there is a very important management of products, and data. The merchants give me, a few days before the market, the stocks that will be available.

Customers, on the other hand, order their shopping carts. When orders are higher than merchants can provide, there is an automatic blocking system.

Customers and merchants know exactly what they will receive and what they will produce. Inventory management is optimized, as are deliveries. This is extremely valuable in times of lockdown. Orders are growing exponentially, you have to be able to honor them. Thanks to DuneAdviser, it is possible. "

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The Back-Office DUNE, a valuable help to businesses

For e-commerce companies, startups or long-established companies, simplifying administrative work is essential. **The system manages human resources, quotes and invoices, the organization of documents, etc. ...** But it is not all, "it is possible to make Excel extractions allowing a very sharp management of margins per product, or qualifying my margins according to the markets. I can deduce very detailed management information", Thierry Briquet explains.

Thus, it is possible to evolve the products, multiply them, and adapt **DuneAdviser** solutions to the new website needs. Flexibility of adaptability is essential today.

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