

CASE STUDY B2B Ordering Platform for the Automotive Supply Chain



https://luvina.net/





PROJECT OVERVIEW



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Luvina partnered with a leading Japanese multinational specializing in tire and automotive parts manufacturing to develop a B2B ordering platform. Designed to streamline global order management, the platform enables corporate clients across international markets to submit orders directly to the central supplier. More than just an ordering tool, the system empowers the manufacturer to collect market insights, analyze demand trends, and optimize production planning with greater precision.

Religion: Japan

Industry: Manufacturing (Automotive parts)

Focus Area: Order Management System

Duration: August 2021 – Ongoing

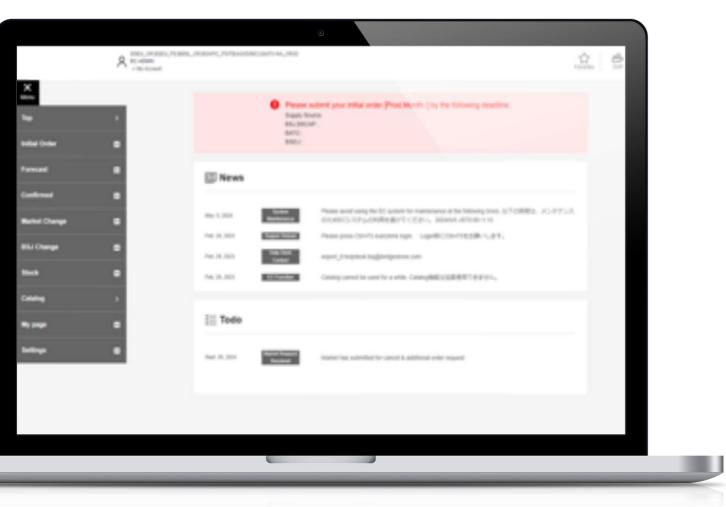
Scale: 166.9 MM (Jan – 2025)

Services Provided

- End-to end web application development
- Continuous maintenance and support

Key Technologies

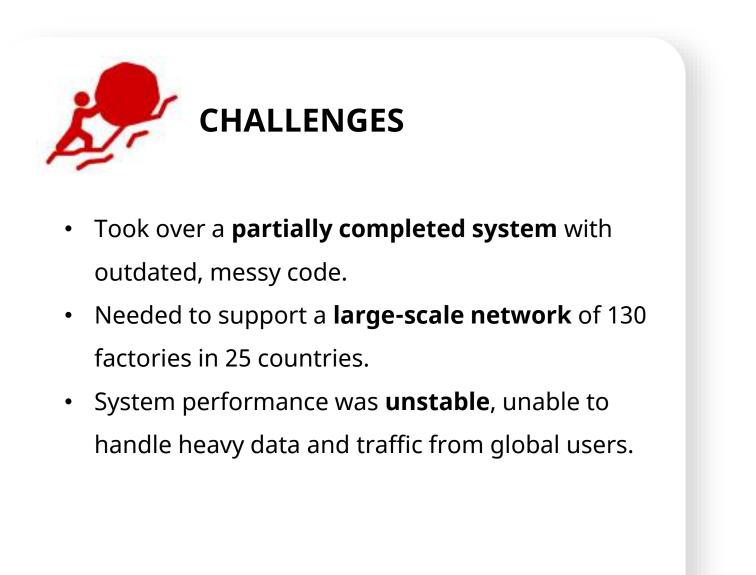
- **Salesforce Platform:** World's #1 CRM, enabling seamless scalability and integration for B2B use cases
- Laravel: Robust back-end framework for secure and scalable data handling
- **ReactJS:** Dynamic front-end experience for responsive and intuitive user interactions



PROJECT OVERVIEW

CLIENT & OBJECTIVES

Luvina's client is a global enterprise specializing in the manufacturing of tires and automotive components. The primary goal of this project was to develop a B2B e-commerce system that automates the order and distribution processes to factories and dealers worldwide, enhancing operational efficiency and responsiveness across the supply chain.





- Chose **Salesforce** as the core platform a powerful cloud solution for CRM and e-commerce.
- chatbots, and other systems.
- **Redesigned** the order flow and added custom tools
 - to boost speed and scalability.
- Delivered a flexible system that can **handle real-time**
 - data and grow with the business.

LUVINA'S SOLUTIONS

- Enabled **easy integration** with AI tools, reports,

PROJECT OVERVIEW

ACHIEVEMENT



Optimized system performance and data handling, significantly reducing the time needed to process large orders, saving hours of daily operations.

System now supports 130 factories across 25 countries

Enhanced to run stable, real-time ordering and data updates at a global scale.

Smooth transition of 40% legacy system

Successfully took over and continued development without service disruption or impact on the customer's existing data ecosystem.

S On-time monthly updates using Agile

Thanks to flexible resource planning, the team delivered consistent monthly releases, quickly adapting to changing business requirements.



KEY FEATURES

Feature	Description
Initial Order Creation	Branches can create initial orders by uploading files or throug
Order Submission & Confirmation	Both branches and factories can track submitted and confirme
Order Modification	Allows branches to add new orders or cancel pending ones
(Cancel/Additional)	Allows branches to add new orders or cancel pending ones.
Order Status Updates (Change	Esstevies consumplete evolute detaile curde consumptitus evolutions
Order)	Factories can update order details such as quantity or delivery
Demand Forecasting	Branches submit future consumption forecasts, enabling facto
Supply Forecast Response	Factories respond to forecasts by confirming whether supply i
Excess Stock Management	Displays a list of unsold stock (produced but not yet ordered),
Excess Production Capacity	Shows available production capacity (spare parts in stock) at e
Automated Notifications	Sends automatic alerts when there are updates or changes to
User Role Management	Customizable access rights per branch or factory.
Chatbot/Customer Support	
Integration	Enables seamless customer support through chatbot or helpd
Order Analytics & Reporting	Consolidated reporting by time, region, or market to support
	Enables seamless customer support through chatbot or help Consolidated reporting by time, region, or market to suppor

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tories to plan production accordingly.

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each factory for the upcoming N months.

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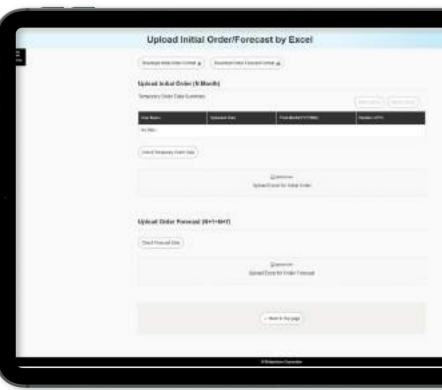
KEY FEATURES

Order Management

- Initial order creation
- Order submission & confirmation
- Order modification (Cancel/Additional)
- Order status updates (Change Order)

Supply Chain Planning

- Demand forecasting
- Supply forecast response



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KEY FEATURES

Inventory & Production Capacity

- Excess stock management
- Excess production capacity

User Support & Interaction

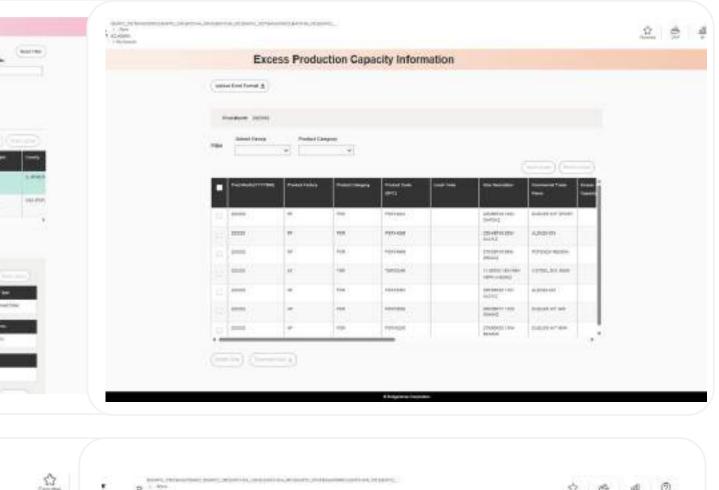
- Chatbot/Customer support integration
- Automated notifications
- User role management

Analytics & Reporting

• Order analytics & reporting

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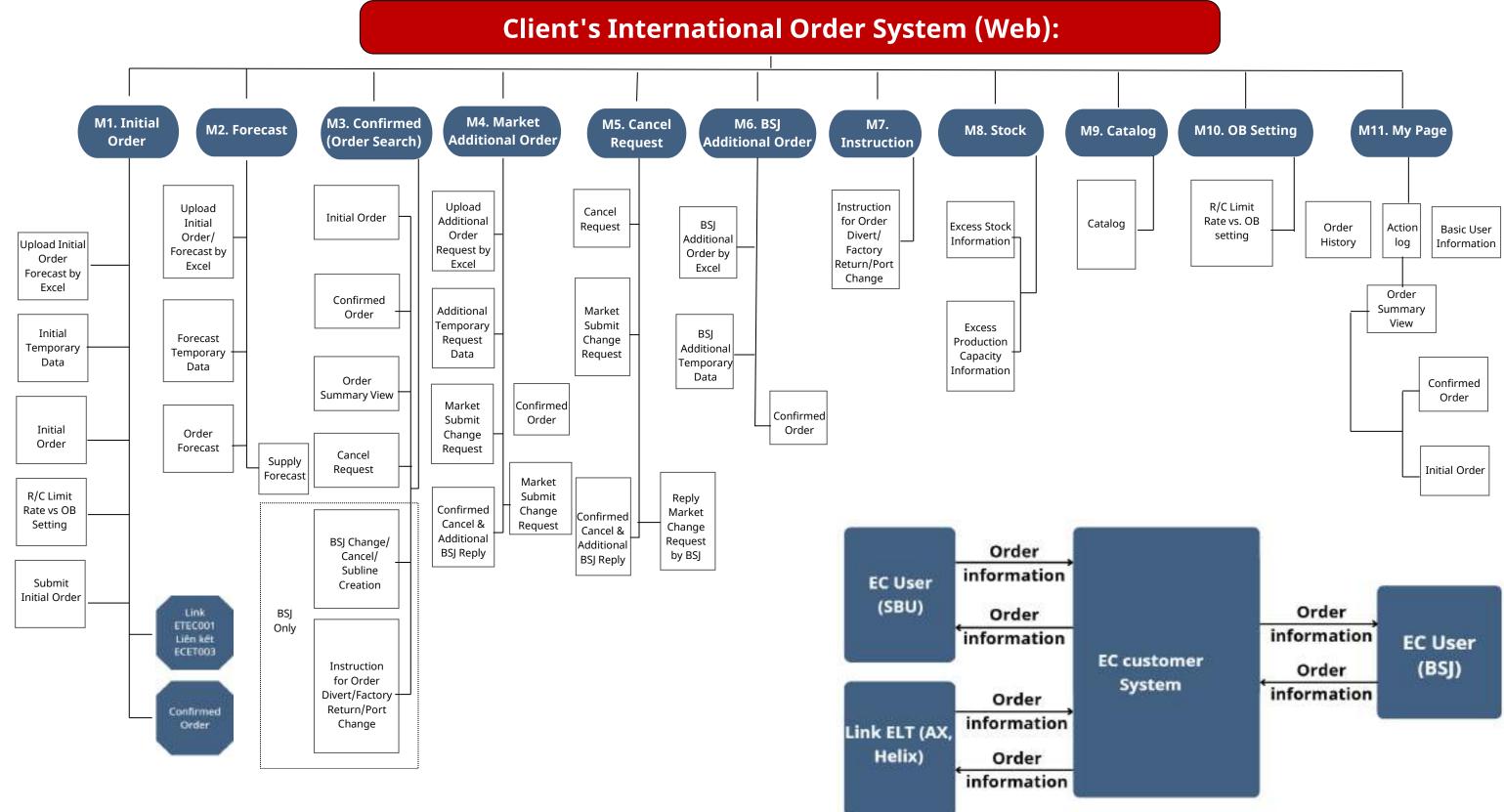


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USE CASES

Role	Department	Initial Need	System Solution	Company Type	Industry	Key Needs	System Value
Procurement Staff	Overseas Branch	Quickly create accurate orders, avoid manual errors	Upload order files or use ETL integration for precise order creation	Global Corporation with Worldwide Branches	Automotive parts manufacturing and distribution	Internal ordering and supply chain coordination across global units	Synchronizes orders from 130+ factories and branches across 25 countries
Demand Planner	Branch Production Planning	Submit consumption forecasts for production planning	Forecast Order feature allows clear and easy forecast submission	OEM Manufacturers	Automotive Supporting Industries	Accurate demand forecasting for raw material and production planning	Minimizes inventory risk and improves production planning efficiency
Order Confirmation Staff	Internal Sales	View and confirm orders from multiple markets	Submit/Confirmed module enables real-time order confirmation	Auto Parts Distributors	Auto Parts Distribution & Retail	Access to stock and supply data by market	Enables faster, more accurate ordering and proactive inventory
Operations / Logistics Staff	Inventory / Production	Monitor stock levels and adjust plans accordingly	Access Excess Stock and Excess Production Capacity to optimize resource allocation	Salesforce-Based Enterprises	Digital / E- commerce	Integrate ordering system into existing CRM platform	control Customizes Salesforce to fit specialized order management needs
Customer Service / Order Management Staff	Sales or Distributors	Cancel or add orders in response to market changes	Cancel/Additional Order feature allows quick, flexible adjustments				
Production Coordinator	Factory	Update fulfillment capabilities based on forecasts	Supply Forecast function allows factories to respond directly to forecasts				

SOLUTION – USER JOURNEY



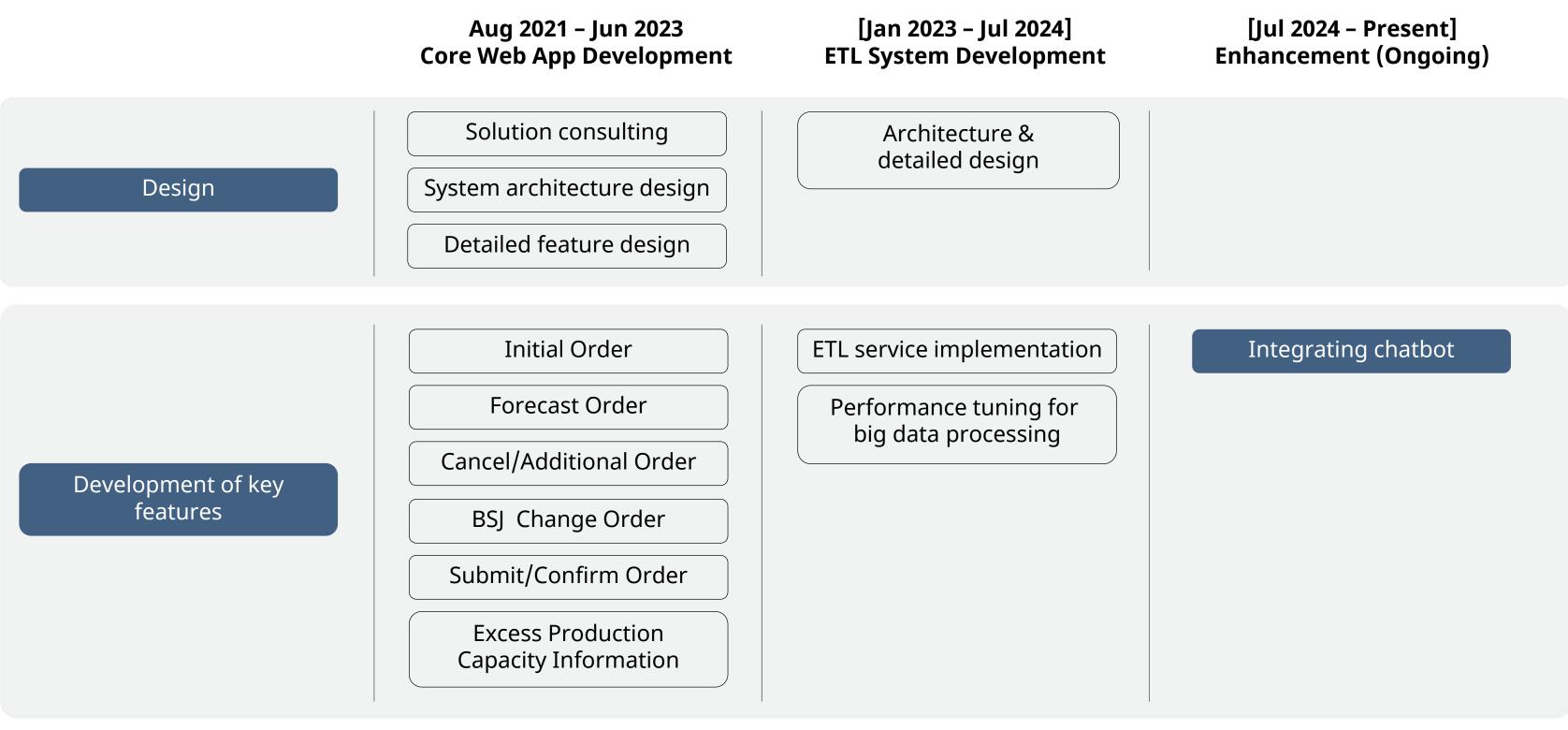
- **1.Initial Submitted**
- 2.Cancel Request
- **3.Additional Request**
- 4.Cancel Request Submitted
- 5.Additional Request Submitted
- 6.Cancel Confirmed
- 7.Additional Replied
- 8.Additional Confirmed
- 9.Cancel Request Rejected
- **10.Additional Request Rejected**
- 11.C. IF Error



Project Execution Overview



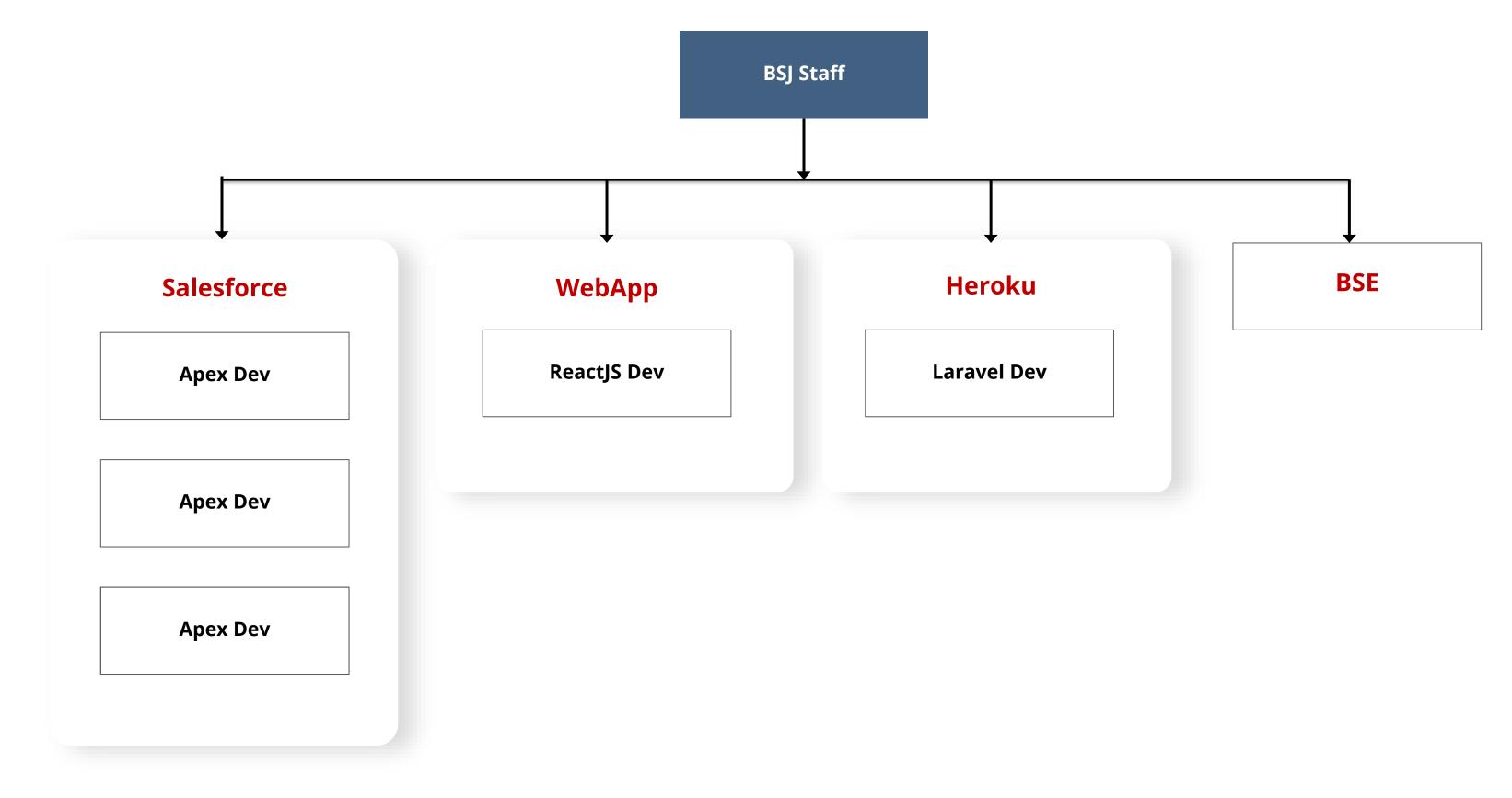
PROJECT TIMELINE



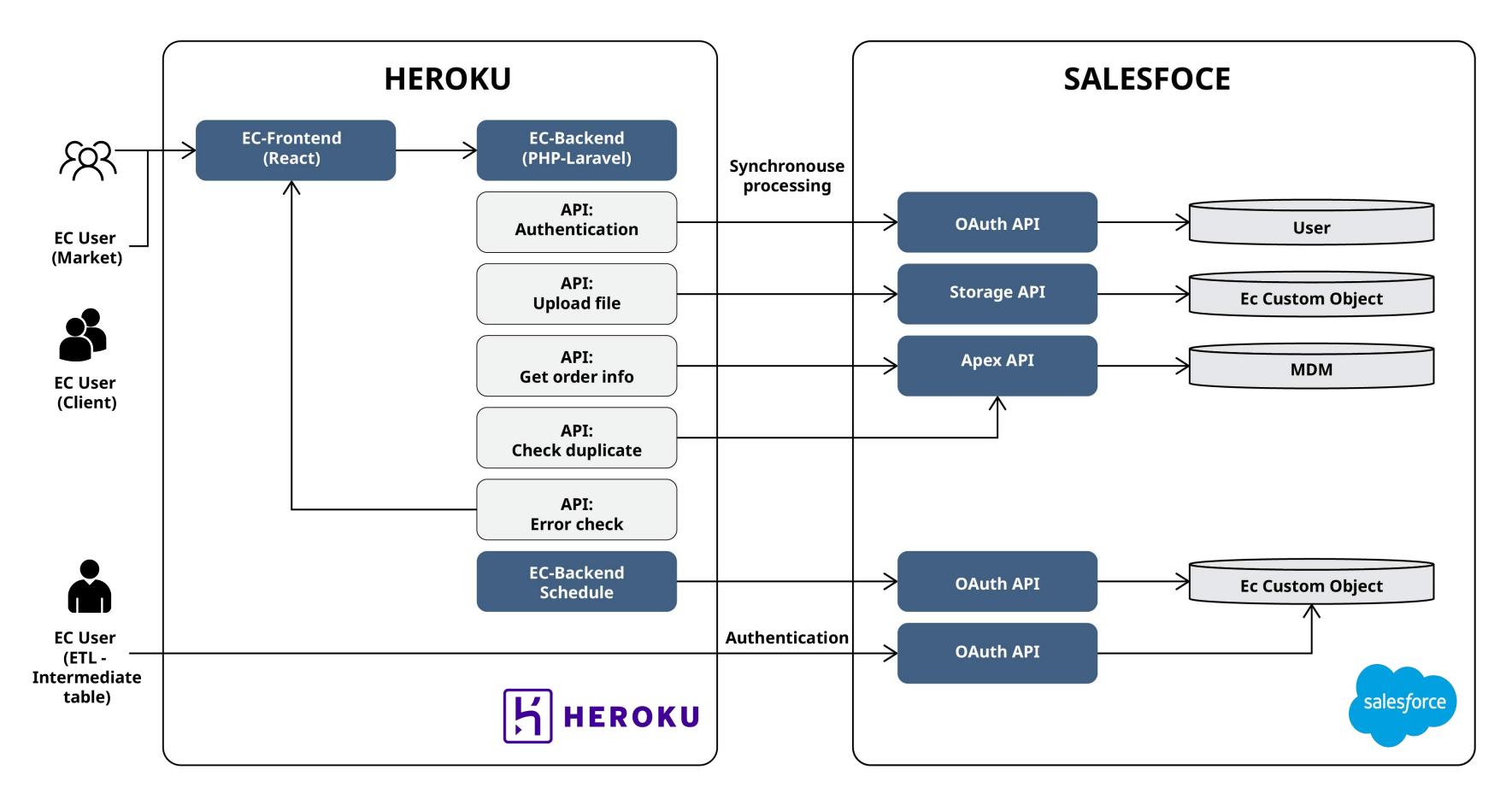
Maintain

Ongoing system maintenance

TEAM STRUCTURE



TECHNICAL DETAILS



TECHNICAL DETAILS

Name	Description
salesforce Salesforce Apex	Custom business logic in Salesforce
Laravel	Bridge service between Front End (ReactJS) and Backend (Salesforce)
React.js	Create interface
SOQL SOSL SOSL	Query language in salesforce

Version	Licenses
60	
8.83.27	MIT
17.0.2	MIT



LUVINA SOFTWARE

EXTRA POINTS



CHALLENGES WE'VE OVERCOME



Complex Logic & High D Volume

Handled intricate busines and workflows under the of processing large-scale time global transactions.

Unclear Requirements

Initial business needs we vague, requiring close coordination with stakeh and continuous validatio

Data	Changing Needs During Maintenance
ess rules le pressure le, real- s.	Frequent scope changes post- launch led to rework, as the original system design no longer aligned with evolving business goals.
at Start	Global Operation, Local Challenges
ere often	
holders on.	Delivered a centralized solution adaptable to 130+ factories across 25 countries, balancing scalability, localization, and time-zone complexity.

QUALITY ASSURANCE & SECURITY PRACTICES

QUALITY ASSURANCE PROCESS

Skilled & Responsible Team

- High ownership and accountability
- Regular, structured training
- Strong technical expertise

Robust QA Methodology

- Aligned with Luvina's standard process
- Thorough in coding, testing, and reviewing perspectives
- Automated testing integrated in workflow
- Auto tools used for build and release
- Clear, prompt requirement clarification
- Every deliverable rigorously reviewed

SECURITY PRACTICES FOR HIGHLY SENSITIVE PROJECTS

Certified Compliance

- Operated under ISO 27001
- Annual audits by authorized certification bodies

Strict Access Control

- Only PM authorized to execute build/release
- Project members follow strict security guidelines
- Mandatory security awareness training

Platform-Level Protection

- Deployed on Heroku & Salesforce
- 2FA enabled, access restricted to Luvina devices
- Role-based account access management

Offboarding Protocols

- Immediate removal of all accounts and files
- Personal laptops reset post-project
- Timely communication of personnel changes to client



CONTACT US





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