

# CASE STUDY

RoweryStylowe.pl  
HURTOWNIA



**MSERWIS.PL**  
NARZĘDZIA DLA E-BIZNESU

# PROJECT

The website [hurt.rowerystylowe.pl](http://hurt.rowerystylowe.pl) operates within the project **RoweryStylowe.pl** which is one of the first companies in the Polish market that is professionally engaged in the sale of Dutch bicycles.

The company is an official representative of leading brands producing Dutch bicycles and accessories, which is why it offers a full range of products from the most respected Dutch companies, such as Sparta, Batavus and Gazelle.

Wholesaler **RoweryStylowe.pl** is a representative of two largest wholesalers of cycling products in Europe. Its offer includes accessories and spare parts unavailable in the Polish market, mainly for city bikes.

# CHALLENGE

With the growing interest in the company's offer, the client wanted to expand the range of products available in the wholesale online outlet. The problem was that so far every new product was added manually to the product database, using a dedicated panel. Such a solution, however, was very time consuming and required allocating additional staff to this task, which was an additional financial burden for the client.

Our goal was therefore a complete automation of the process of adding new products and updating product database.



# IMPLEMENTATION



Communication with wholesalers from abroad was possible thanks to API based on different technologies. Therefore, the key element of this project was to start a collaboration with these warehouses in order to access their API.

As a result, we gained access to API based on REST architecture and simple exchange of XML documents. This way we could check the inventory in several warehouses and synchronize them with the database of the wholesaler **RoweryStylowe.pl**.

Thanks to this solution, the product database is automatically updated.

The client also pointed out that they do not rule out their future cooperation with some new wholesalers. All the modifications introduced by us enable to implement a new warehouse easily and quickly, which would not generate substantial additional costs for the client.

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*With the API synchronization of partner wholesale outlets, the client's product database is being constantly updated.*

# RESULTS

**AUTOMATIC  
WHOLESALE DATABASE  
UPDATING**

**AUTOMATIC  
PRODUCT ADDING**

**SIMPLE AND QUICK  
IMPLEMENTATION  
OF NEW WHOLESALE  
OUTLETS**

Thanks to our successful implementation of the above mentioned solutions the process of the database updating and adding new products is performed virtually without any staff engagement. When one of the partner wholesalers adds new products, they are automatically added to the client's store. Stocks are being constantly monitored and synchronized with the wholesalers. Automatic database updating has led to near doubling of the number of products offered by the client.

