

Openxcell

Empowering Businesses With Innovations

How OpenXcell helped a SaaS software company to scale and get globalized

CASE STUDY



Thank you for downloading this case study!

Coming together is a beginning, staying together is progress and working together is success. All you have to do is look for the right development partner that can comprehend your needs well, and act in your best interest to enable growth and innovation.

This case study highlights the unprecedented growth Orderhive achieved with the help of a dedicated team of OpenXcell, in a few years. Customer centric approach, experienced talent pool and bespoke development procedure of OpenXcell ensured quick launch time of the product to market, growing the client base exponentially. Timely upgradation of team and product features with evolving demands also contributed to the unbound success of Orderhive.

For Orderhive, 2016-2021 has been a remarkable journey with continued assistance of an Offshore dedicated team of 61 members. The company was recently acquired by Cin7 owing to the success it has garnered.

If you want to learn more about how OpenXcell created a winning team for Orderhive, let's get into the details.

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Orderhive Intro



Industry	eCommerce
Headquarter	California
Offshore Development Centre	Ahmedabad, India
Team Size	61
Platforms	Web, Mobile & Tablet

Orderhive was established in 2016 with headquarters in Sunnyvale, California. Today, it has become one of the most renowned SaaS-based platforms for eCommerce and multichannel inventory management which has enabled wholesalers and retailers to entirely “automate” their inventory, orders, product listings, shipping, warehouse, returns management and so much more.

Orderhive supports 500+ integrations which allows it to easily import and export business data through multiple channels, using a user-friendly interface.

Most importantly, where other inventory management systems take minutes to synchronize their data from various marketplaces, Orderhive takes seconds. This eminent feature, along with its seamless support, has driven maximum popularity for the product and its simplified process has earned the trust of vendors and wholesalers for managing their business operations efficiently. Currently, Orderhive has over 900 clients worldwide. The recognitions and accolades garnered by Orderhive like - *“ISO certification”, Capterra’s “Top 20 listed companies”, SOC1 Security certified and Good Firms’ “Top Inventory Management Software”* speak highly of its tremendous success.

Orderhive's Business Challenge



Back in 2016, when Orderhive Inc had just initiated its operations, the co-founders of the company had planned to *create a premium software that could automate the otherwise manual operations of warehouse and inventory management.* This simplified software was supposed to eliminate the daily hassles of online and brick-and-mortar retailers as well as streamline inventory and shipping processes. However, they faced a major setback while creating the product.

The *PHP based software* which their in-house developer had built *was not scalable enough.* Looking at the problems their development process was facing, it could have taken much longer to launch the desired product into the market. Therefore, *Orderhive founders needed a full-fledged, dedicated team of developers that had extensive product development experience to create their flagship software product.* They tried to find a local team which could take the development forward, but, due to high operational cost and tedious recruitment process, the efforts seemed futile. After multiple failed attempts to find the team that satiated all their requirements, Orderhive finally approached OpenXcell.

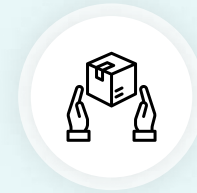
Product Key Features



Ecommerce Automation



Inventory Management



**Simplified Purchase
Management**



Quick Report & Analytics



Shipping Management



Order Management

Our Approach

Project Inception

Orderhive approached us in 2017 with a few prototypes and designs about modern inventory management systems and wanted us to create a highly scalable SaaS software for the retail industry that can automatically import products, sales orders and customers from various channels.

After several meetings with the client, OpenXcell learnt that Orderhive didn't have the domain specific resources to build the SaaS product and the product developed by their in-house developer was not on par with their expectations. Therefore, *they needed a team of highly qualified software developers with expertise in Java, MySQL, MongoDB, React.js*, etc.

We also figured out that *the client wanted the product to be launched quickly for initial trials*. Therefore, the product development cycle had to start as soon as possible.

We kick started the project by bringing three members- Business Analyst, Technical Consultant and Designer on board to define the scope, wireframe and features of the product.



Project Acceleration and Team Creation

The recruitment process and in-house profile selection started full-fledgedly as the MVP version of the product was to be developed and launched into the market quickly. To fast-track the process, 8 new software engineers, 1 quality tester and 1 Project Manager were onboarded. *By quarter 3 of 2017, the MVP version was finally available for the customers* and turned out to be quite successful. However, with an increased influx of customers using the product, the demand for new features necessitated the upgradation of the product and therefore expansion of the team.



“OpenXcell suggested we increase the team size, but we were not so sure how soon they could scale-up. However, their hard work and efforts worked wonders for us and we were able to launch the MVP in our proposed deadline”

Niraj Patel

CEO, Orderhive

As a consequence, in the initial months of 2018, 19 software engineers, 4 QA, 2 designers and 2 devOps engineers were further added to the established team who were responsible for converting the monolithic frontend of the software into microservice based architecture.

This conversion allowed integrations to run effectively thereby enhancing the features and quality of the product to make it more user friendly.

By the end of 2018, OpenXcell was ready with the refurbished product and worked extensively for one year to expand Orderhive's client base. With 100% configurable automations and new product interface, *Orderhive easily managed to gather more than 100 active clients and paying customers by 2019.* Though the milestones were already achieved, the real success was still impending.

The diversified clientele and constant changes in the ecommerce business required the product for more value addition and updates. At this point, OpenXcell suggested the client for 3rd party integrations, more in-built functionalities to enhance product features and the launch of mobile applications which could easily solve the surging demands and increase its accessibility . The client was able to relate the new requirements with the customer demands and agreed to go ahead with the plan.

The team was subsequently scaled up with the induction of *8 software engineers, 2 Database engineers, 3 DevOps engineers and 8 Product support team* members to improve the flexibility, enhance scalability and increase the speed of the product.

It was just a matter of time before the efforts fructified. The integration of Shopify, Amazon and various other channels not only uplifted the quality of Orderhive's services but also spiked the revenue of the company by multifold in 2020 with 750 paying customers on-board.



Team Transition

The co-founders of Orderhive were highly satisfied with the product's success and their collaboration with OpenXcell.

“We were delighted to have brought value to our customers and peers with a product like Orderhive”

David

Operations Manager, Orderhive

We had helped Orderhive with setting up an entire dedicated offshore team and parallelly built an extremely flexible as well as a highly scalable product. The company which now valued at approximately 33\$ millions, with more than **800 customers across the globe and 61 members in its offshore team,**



was beaming in glory. Orderhive as a product, had been credited for 99% software uptime, 300+ integrations and 100% configurable automations. This massive success persuaded Orderhive to continue their trustworthy alliance with OpenXcell and finally decided to take over the business.

Seeing this sparkling accomplishment, **Cin7 - (a market leader in inventory management) came with a proposal to take over Orderhive,** recognizing the profitability it can bring to their business revenue. The co-founders of Orderhive realized that the competitor was keen on funding the product and thus **the deal was finalized in February, 2021 and since then, Orderhive became a part of Cin7.**

Product Success

61

**Employee strong
product team**

99%

Software Uptime

300+

Integrations

100%

**configurable
automations**



OpenXcell's Contribution In Client's Success



Orderhive's alliance with OpenXcell became the tipping point for their remarkable achievements over all these years. *Extreme agility, user-centric approach, scalable workforce, cultural alignment and 24/5 support of the offshore dedicated team helped our client accomplish their goals way earlier than they had imagined.* We also helped our clients in the entire transition process from setting up a dedicated development centre in Ahmedabad, India to transitioning the entire offshore team on their payroll.

The 360 degree involvement of OpenXcell in product development and their complete contribution to form the team of required resources not just eased out Orderhive's business operations but gave them an entirely new work culture that brought them the much demanded success.

Our Success Gears



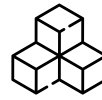
12+ years of extensive product development experience



Recruitment of Top Talent



360 Degree Operations Management



Scalable Model



Dedicated Development Centre

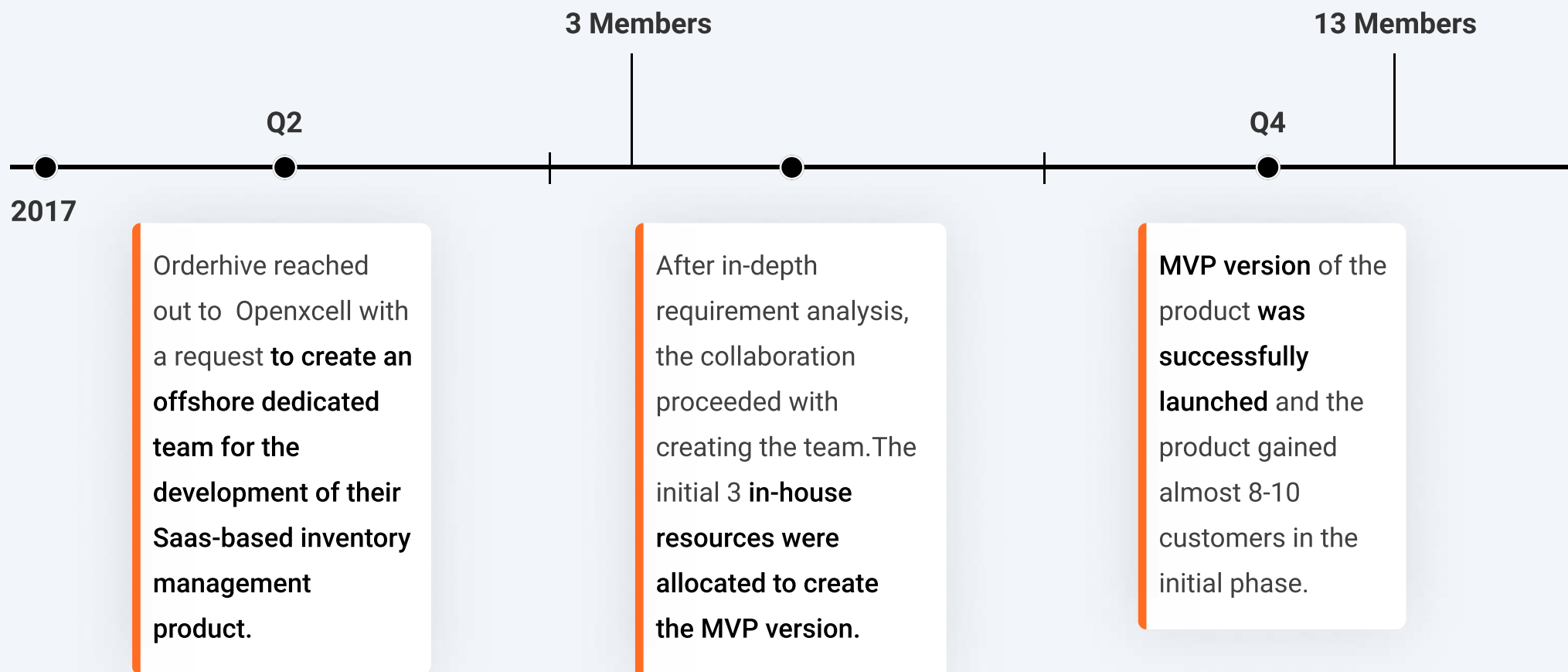


Dedicated Development Teams

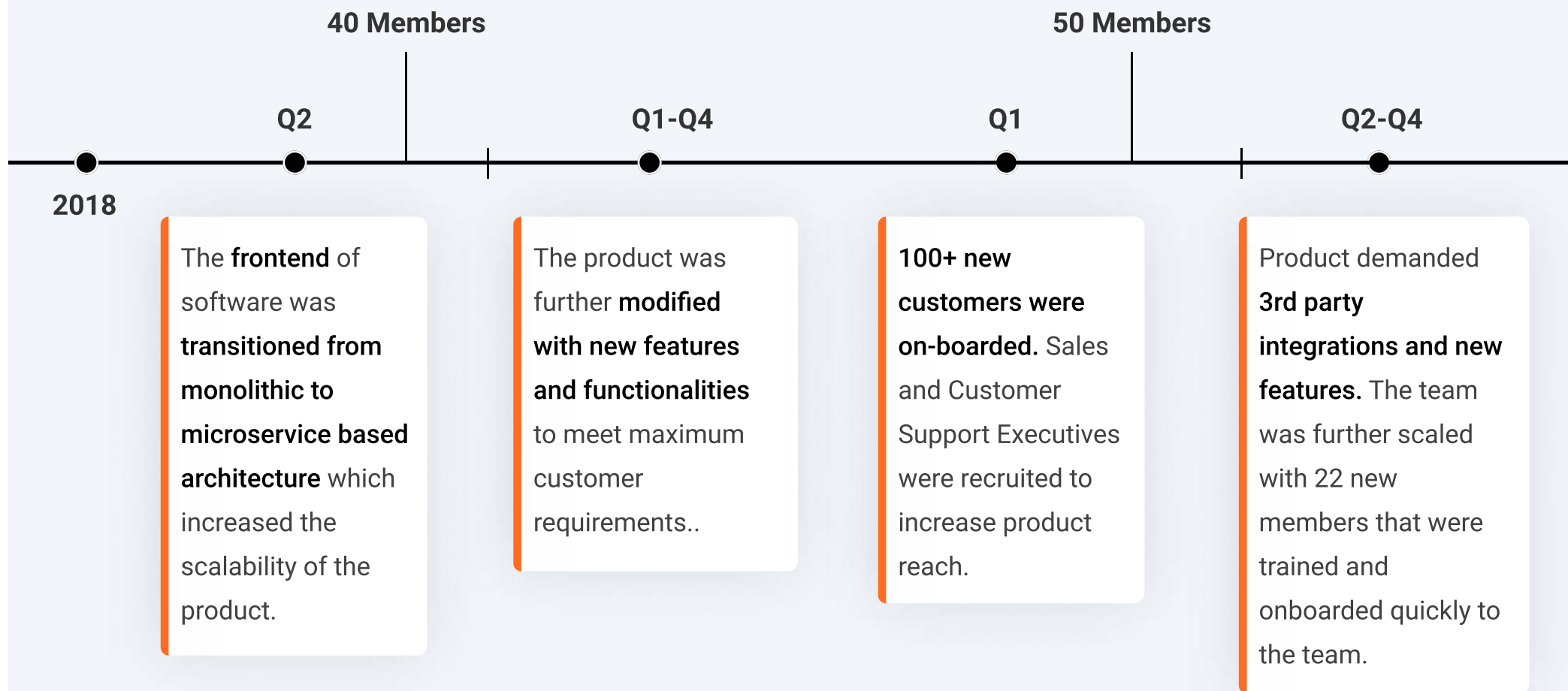


24/5 Support Service

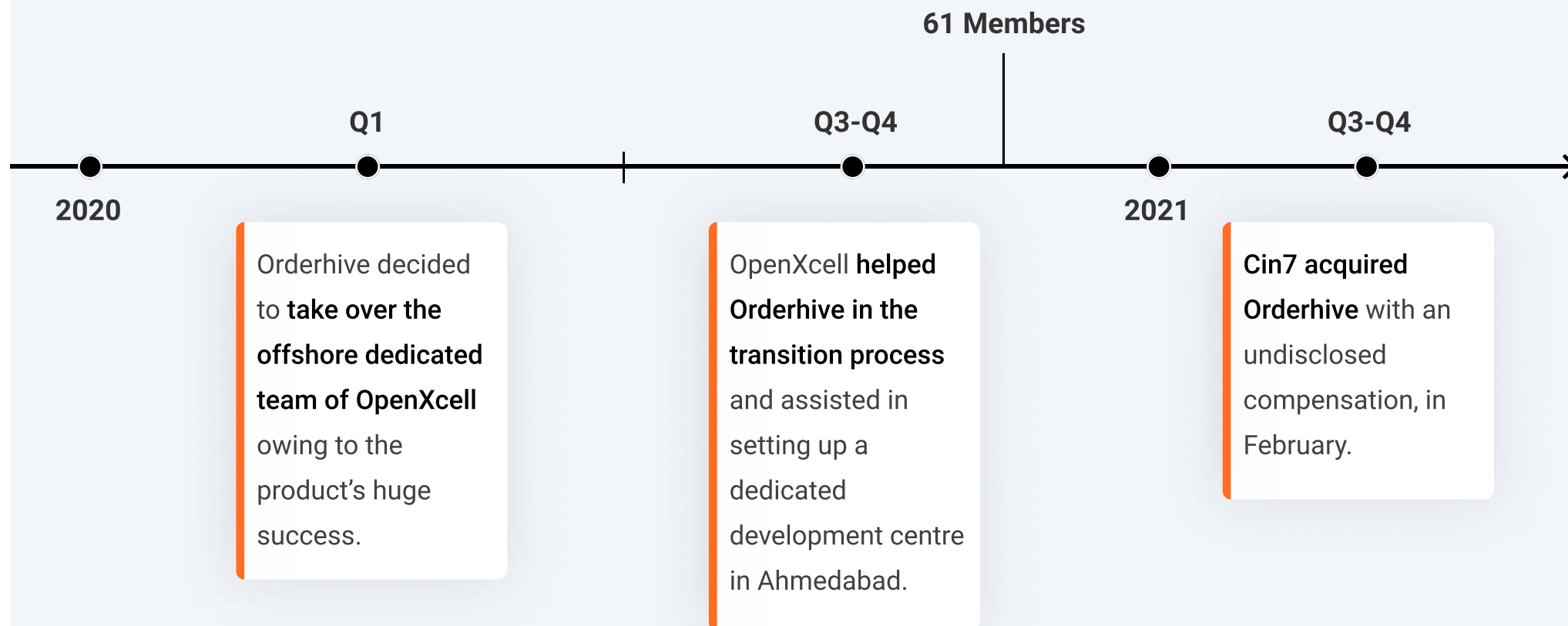
Engagement Timeline



Engagement Timeline



Engagement Timeline



Technology Stack

Frontend

React.js

Redux

Database

MongoDB

MySQL

ElasticSearch

Backend

Java Springboot

Node.js

Apache Kafka



Client Achievements



Multimillion dollar company in 5 years

Orderhive has gained exponential revenue growth with remarkable success of its first ecommerce-automation project delivered by OpenXcell



Acquisition by Cin7 in 2021

Cin7 acquired Orderhive along with its off-shore dedicated team to add value to the product and diversify its reach

Client Testimonial

The Orderhive system has become a critical component of our e-commerce success. I can't say enough about the system and customer service - we are beyond pleased with the easy setup, ease of use, amazing features, and customer service...these guys will EARN your business, they go above and beyond to make sure you're totally satisfied. It's very rare to have a product or service that under-promises and over-delivers...don't waste your time and money with other solutions like we did, do it right the first time and hire OpenXcell"



Niraj Patel

CEO, Orderhive



Conclusion

The collaboration between OpenXcell and Orderhive has been unequivocally rewarding. It has perpetuated growth and widened the horizons of innovation by experiencing the real time demands of the customers. We at OpenXcell, bring a business model that provides a gamut of services from recruitment to onboarding, training and developing the on-demand product which creates a supportive environment for entrepreneurs as well as industry leaders to realize their progressive ideas. Our partnership imparts reliability, authority and flexibility that empowers our clients to give new heights to their businesses and strengthen their operations thereby carving a profitable digital future.

Thank you for your time!

Contact Us

Want to scale your business with our seasoned product development team? Let us know your requirements.



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[Schedule a Meeting](#)

