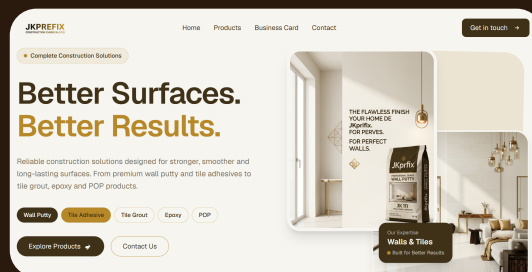


CASE STUDY

JKPrefix

Digitizing Sales & Order Tracking

How Orden connected a product catalogue, order collection and a live management dashboard for a construction chemicals business.



CLIENT

JKPrefix

INDUSTRY

Wall Putty &
Construction Chemicals

DELIVERED BY

Orden

SOLUTION

Catalogue + Orders + BI

01 OVERVIEW

A construction chemicals brand, ready to run on data

JKPrefix manufactures and sells wall putty, tile adhesives, tile grout, epoxy and POP products. The business needed a more organized way to present its products, collect customer orders and keep track of sales activity. Orden built a digital sales-tracking solution that links the product catalogue, an order submission form, a central Google Sheets database and a Looker Studio dashboard, so that every order is captured once and is instantly visible to management.

02 THE CHALLENGE

Sales ran on manual effort, and data was hard to use

1 Manual product presentation

Salespeople showed physical catalogues to customers, with no single digital view of the range.

2 Disconnected order tracking

Customer orders and their details were not managed in one integrated digital workflow.

3 Limited data visibility

Management needed an organized way to review orders and see which products were selling well.

4 Reporting before analysis

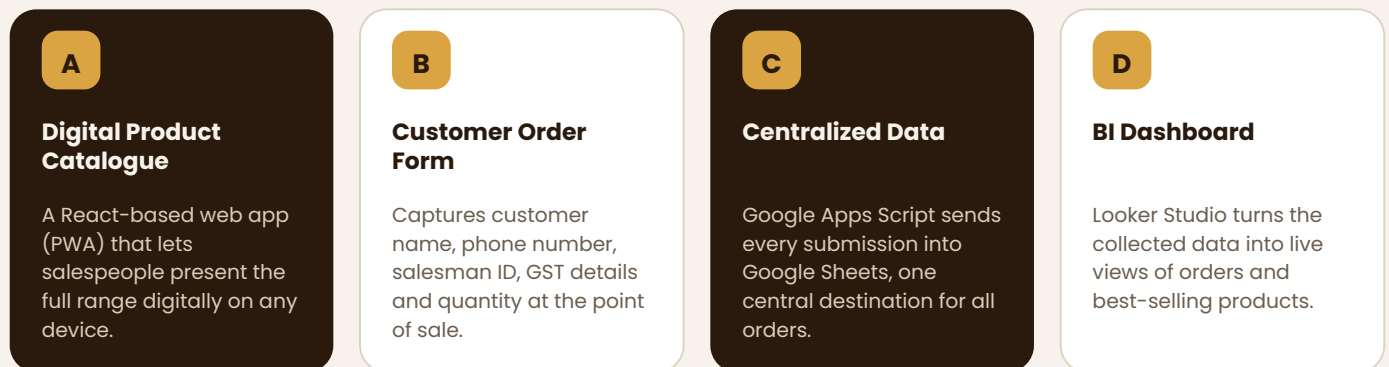
Sales information had to be structured first before it could support meaningful decisions.

The opportunity: connect day-to-day sales operations directly with centralized data tracking and reporting, with no extra effort for the sales team.

03 THE SOLUTION

One workflow, four connected components

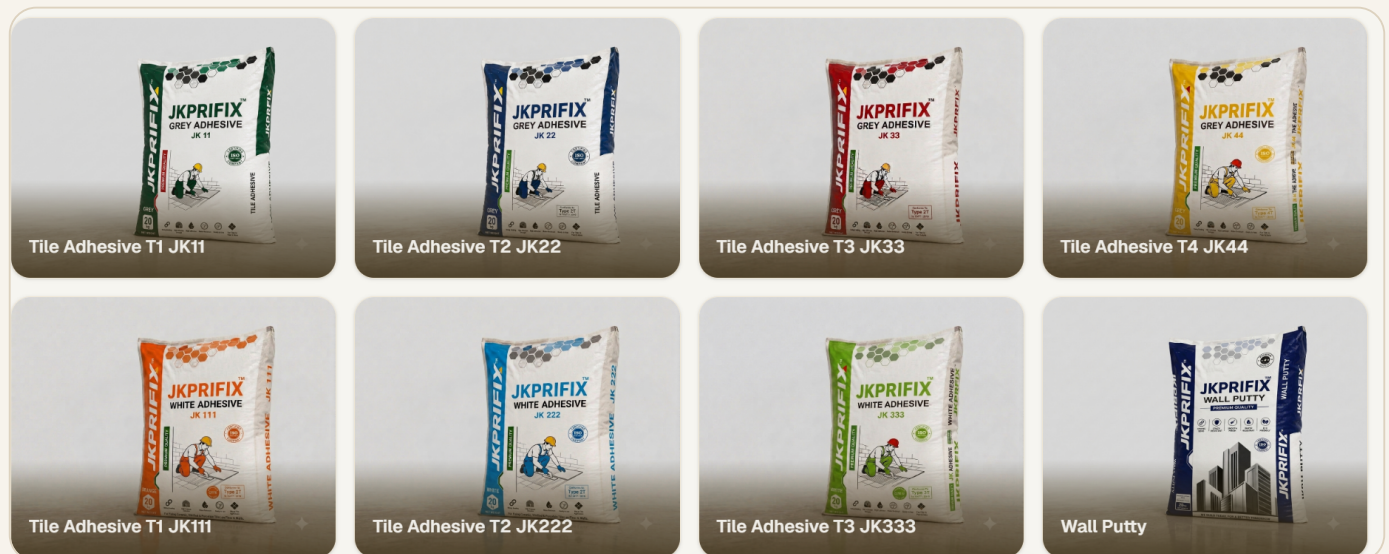
Orden designed and built the complete solution, from understanding the sales process to wiring up the data, so that salespeople and management work from the same source of truth.



HOW THE SYSTEM WORKS

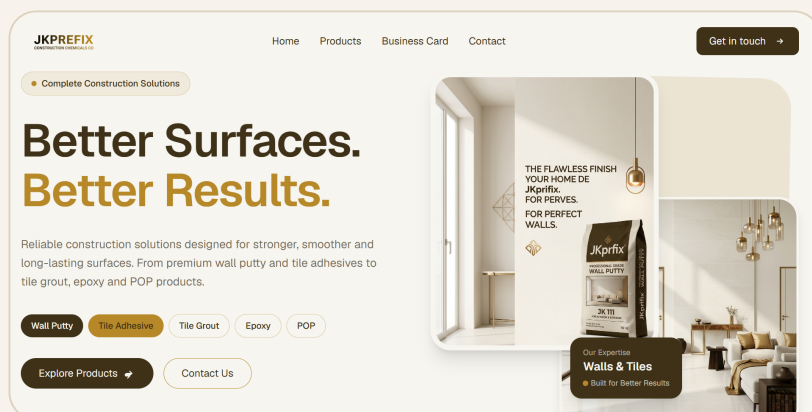


PRODUCT CATALOGUE IN ACTION



The digital catalogue showcases the full range, including Tile Adhesives (T1 to T4, grey and white), Wall Putty, Tile Grout, Epoxy Grout, POP and tile cleaner, in a clean, tappable layout built for the sales floor.

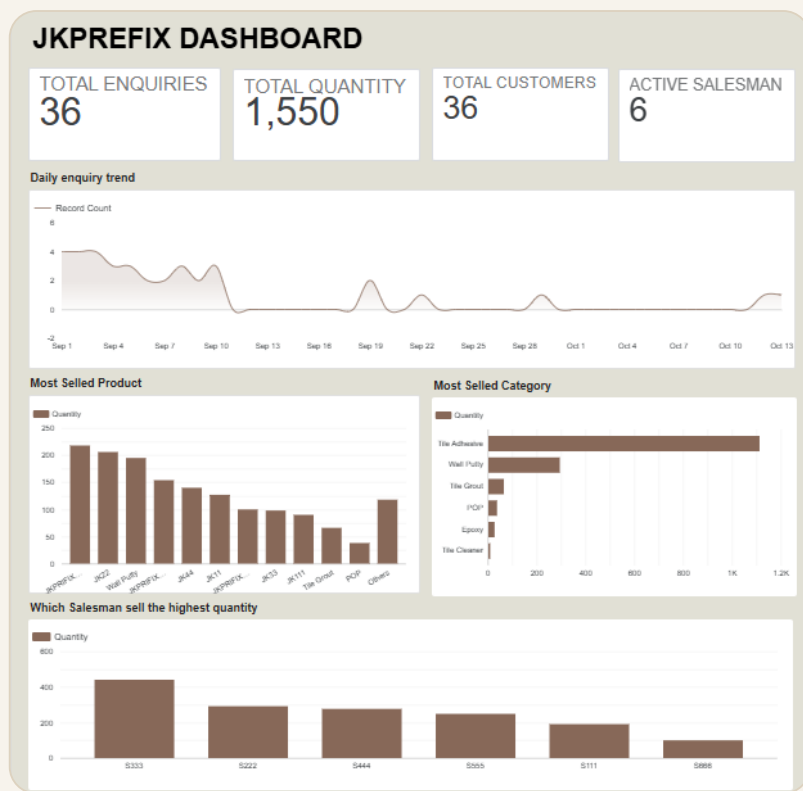
BRANDED WEB PRESENCE



04 THE RESULT

Management insight, from one live dashboard

Order data flows straight into Looker Studio, giving management a clear view of enquiries, quantities, customers and salesperson performance without manual compilation.



36

Total enquiries

1,550

Total quantity

36

Total customers

6

Active salesmen

Dashboard snapshot: enquiry trend, most sold product and category, quantity by salesman, and product-wise breakdown.

05 BUSINESS VALUE

- ✓ **Digitized presentation**
Products shown digitally instead of relying on physical catalogues.
- ✓ **Centralized information**
All orders land in a single Google Sheets database.
- ✓ **Data to decisions**
Operational data is linked directly to management reporting.
- ✓ **Structured order process**
One consistent form captures every customer order.
- ✓ **Product-level analysis**
Best-selling products and categories are visible at a glance.

06 TECHNOLOGY STACK

React.js

Vite

Tailwind CSS

Google Apps Script

Google Sheets

Looker Studio

PWA

"Business technology should do more than collect data. It should make business operations easier to understand, manage and improve."

Understand the challenge. Build a practical solution. Connect the data.

