

# E-commerce Platform – EcoRenew Case Study





EcoAsia Technologies Group is a worldwide leader in mobile device remanufacturing since 2006 & volume parts reclamation and distribution since 2011.

EcoAsia maintains the highest standards in quality (ISO 9001) and environmentally friendly manufacturing (ISO 14001).

EcoAsia is headquartered in Hong Kong and has fully accredited and registered factories located in the Philippines within a government-approved Economic Zone Authority (PEZA); further sales and marketing offices are located across the Asia Pacific, Europe, Middle East and North America regions.

# The Challenge



The EcoAsia Technologies Group primary business is the remanufacture of mobile devices. EcoRenew is the logical extension of these activities and brings together a platform for the purchase and selling of mobile phones so that both businesses and consumers can enjoy the benefit of competitive prices whilst knowing that their actions will result in minimal environmental impact upon

the planet.

The main challenge was to design and plan the architecture for a long-term scalable business platform able to:

- Integrate with the core business units of EcoAsia and mobile device refurbishment.
- Be flexible enough to work with multiple geographically spread warehouses and distribution centres.
- Be tailored for MVNOs and their unique customer needs in mind.
- Fully brandable and customisable, with a centralised technology platform to meet different market scenarios.
- Follow industry standards for E-commerce (B2B and B2C), M-commerce and Recommerce.

# The Solution

Mobilise utilised its expertise and understanding of the MVNO market needs and technology to create an EcoRenew platform for its pilot project in the UK with a real Web 2.0 experience.

After a robust vendor selection process, EcoAsia Technologies turned to Mobilise to help them launch a new, white-label E-commerce platform. Mobilise provided end to end project delivery support, including requirement analysis, business casing, proposition



development, technology strategy, user experience design, business process creation, project management, recruitment and overall project management support. Mobilise was also instrumental in helping EcoAsia in mapping existing business processes between EcoAsia's traditional business and the business opportunity which was focused much more on digital channels.



EcoAsia Technologies were very pleased to select Mobilise for the implementation of their eCommerce program. Following extensive canvassing of potential vendors, the selection of Mobilise has resulted in not only the on-time delivery of the program but also their ability to advise, design and implement changes during the development process. It has been extremely beneficial in terms of cost and maintaining timelines.



Said Paul Wade – Project Director at EcoAsia Technologies

# The Results



Mobilise, with the support of EcoAsia’s development team, was able to deliver a fully functional B2C and B2B2C consumer device portal which included finance capability in under 6 months. The delivery of this platform allowed EcoAsia’s to move into a new market segment servicing the consumer segment.

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As a result of this experience and our faith in the ability of Mobilise to deliver on a range of projects, we are pleased to confirm we have extended our relationship with them to a framework agreement that encompasses projects across the whole of EcoAsia’s global activity.

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Said Paul Wade – Project Director at EcoAsia Technologies

# About Mobilise

Founded in 2011, Mobilise is a leading provider of SaaS services with a strong track record, deep industry knowledge and a team of specialists. We support our clients in building and executing transformational strategies.

Mobilise's core expertise is in providing software solutions and end-to-end consultancy supporting companies who are looking to enter the telecommunications market or to build a mobile strategy. Our wide range of services includes regulatory lobbying, business casing, proposition development, sales and marketing strategy, technology strategy, commercial negotiations, business process creation, project management and overall project governance.

More at [www.mobiliseglobal.com](http://www.mobiliseglobal.com).





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