

## CASE STUDY

# Implementation of the REcommerce process in a technology company

## COMPANY



## CHALLENGE

Providing an effective auction sales channel for depreciated computer equipment to company employees.

## SOLUTION

LINGARO auctions for the Polish branch of the company gather the participation of all employees, which is approximately 800 people. They take place twice a year: in September under the name "Back to school" and in December as "Winter auctions". Auctions are "public" to all employees who have access to them

Process: An IT specialist is appointed internally who is responsible for the comprehensive sales process. His tasks include preparing the equipment with photos and descriptions, and then placing the auction in the system. After the end of the auction (in the case of purchase), the specialist prepares the equipment for delivery, usually in the form of personal collection (or in exceptional cases, shipping). After completing the process, this person also generates sales reports.

## BUSINESS EFFECT

### Advantage #1

Avoiding unnecessary costs of disposal of used computer equipment.

### Advantage #2

Generating additional revenues from the disposal of unnecessary equipment.

### Advantage #2

Increasing employee satisfaction through bargain purchases of high-quality equipment.

## Project in numbers

- Saving **90 tons of CO2** for the environment
- **450 pieces** of electronic equipment annually at employee sales
- Over **EUR 58,000** in revenue per year from sold items

## About the client

Polish company providing IT services. The company implements solutions for data management and presentation. He also specializes in modern technologies such as Data Science, AI and e-commerce.



"Cooperation with INNOKREA was a positive experience for Lingaro.

Their quick, professional and reliable implementation of the auction platform met our expectations. The seamless integration allowed our team to easily navigate and use the platform without requiring extensive training. We recommend cooperation with INNOKREA to everyone."

**Michał Gołębiewski**

IT Admin Manager w LINGARO