

Zhuque

Product Overview

Zhuque is a business integration platform launched by Burgeon Technology. Built on Burgeon's integrated technical base, it empowers six core scenarios and addresses key challenges for retail enterprises in omni-channel operations.

Technical Base

Relying on Burgeon's integrated technical base, Zhuque features five core capabilities:
Customization Capability: Copes with personalized businesses and supports flexible customization

Upgrade & Iteration Capability: Two-week product-driven iteration mode with zero-downtime upgrades; interface changes bring no impact on businesses

Cloud Services: Brands do not need to bear high cloud resource costs and can perform elastic capacity expansion according to business plans

Security & O&M Assurance: Equipped with professional-grade operation and maintenance as well as a comprehensive security system to timely comply with new provisions of China's cybersecurity laws

Battle-tested Technical Team: 2+ technical centers (Shanghai & Nanjing), more than 1000 technical engineers, over 25 years of R&D and practical accumulation of digital systems for top-tier clients

Empowerment for Six Scenarios

Scenario 1: Promotion Simulation — Cumbersome promotion rules and difficult cost estimation. Zhuque's "Promotion Simulation Mechanism" delivers early warnings for 90% of issues 72 hours in advance. It supports hundreds of campaign types and eliminates profit-loss risks.

Scenario 2: Multi-channel Fulfillment — Poor fulfillment performance caused by channel fragmentation. Zhuque's "Omni-channel Fulfillment Engine" can process massive order volumes at the million-order level. It has been connected with over 100 diverse channels to realize integrated online-offline fulfillment.

Scenario 3: Orders, Order Interception and After-sales — Fragmented after-sales workflows. Zhuque's "After-sales Linkage System" covers the full reverse-logistics process, providing one-stop solutions for after-sales challenges including returns, exchanges, return-exchange conversion and order interception.

Scenario 4: Unified Inventory — Lost sales opportunities due to inventory silos. "Dynamic Sharing" maximizes sales opportunities, and "Safety Stock" effectively addresses the challenge of limited inventory in O2O stores.

Scenario 5: Pre-sale Order Pre-positioning — Inaccurate pre-warehouse deployment. Zhuque's "Large-promotion Pre-sale Strategy" can simulate more than 100 pre-warehouse allocation schemes, locking in the optimal inventory distribution in advance, so that 90% of orders can be shipped immediately after final payment is completed.

Scenario 6: Omni-channel Settlement — Dilemma in verification brought by frequent business changes. Zhuque's "Omni-channel Settlement Hub" supports automatic ownership judgment of benefits for multiple entities and real-time visual tracking of capital flows.

Three Core Advantages

As a Business Middle Platform: Bid farewell to the drawbacks of "high cost, long lead time and low effectiveness"

As an Integrated Product: Ready-to-use, switchable ecosystem, shared benefits

Delivery & Operation-Maintenance: Faster go-live, better business adaptability, easier operation and maintenance