

Developed Promotion Planning Software Solution for a Germany based Leading Supply Chain Software Company.

CASE OVERVIEW : To forecast and manage the promotion in an effective and streamlined fashion, Client wanted to build a software to have a real time analysis.

CLIENT PROFILE

Industry: Supply Chain

Client is a global leader in supply chain planning software for companies experiencing demand volatility. It is serving more than 250 companies across globe.

SOLUTION

We designed and developed the customized promotion tool which enabled the easy management of promotional campaigns and in-depth insights for better and effective decision making. We also created **Artificial Bot Engine** which allows user to browse and filter campaigns by voice and text.

BENEFITS

- Enabled Client in an effective and better decision making.
- Helped in easy creation, deletion, updation of campaigns for better forecast.Reports
- Promotion dashboard can list the best and worst performing campaign.
- Helped Client in formulating better product marketing mix strategies.
- Centralised information repository for easy access.

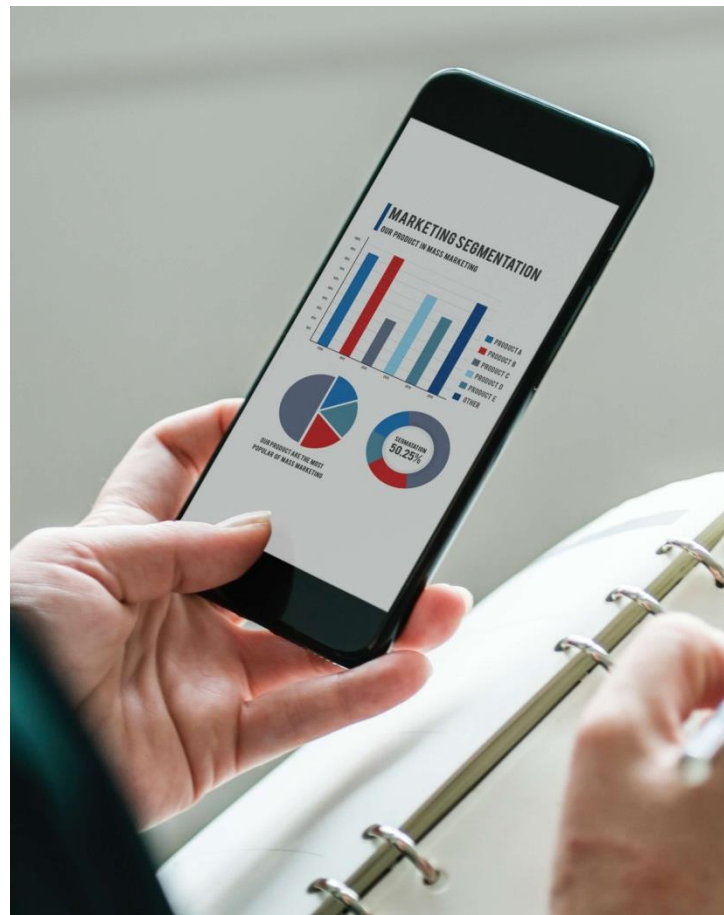


BUSINESS PROBLEM

With growing cut-throat competition in the market, it's imperative for the organization to evaluate the best performing promotion campaign for profitable sales and results. Today, organization needs to have proper software tool and strategy in place for enhanced and desirable customer experience.

To harness the full potential of the product forecasting in one's organization, it's imperative to gauge the effectiveness of the same via different promotional campaigns. To see the efficacy of different promotion campaigns, the platform was required to gauge whether promotions were working successfully or not.

The objective of Client is to have Next generation Promotion Management and Planning Tool for better and real-time decisions. Promotion planning software solution was needed to formulate better Go-to-Market (GTM) strategy. Client wanted to keep a track on product forecasting for better sales and profitability.



OUR SOLUTION

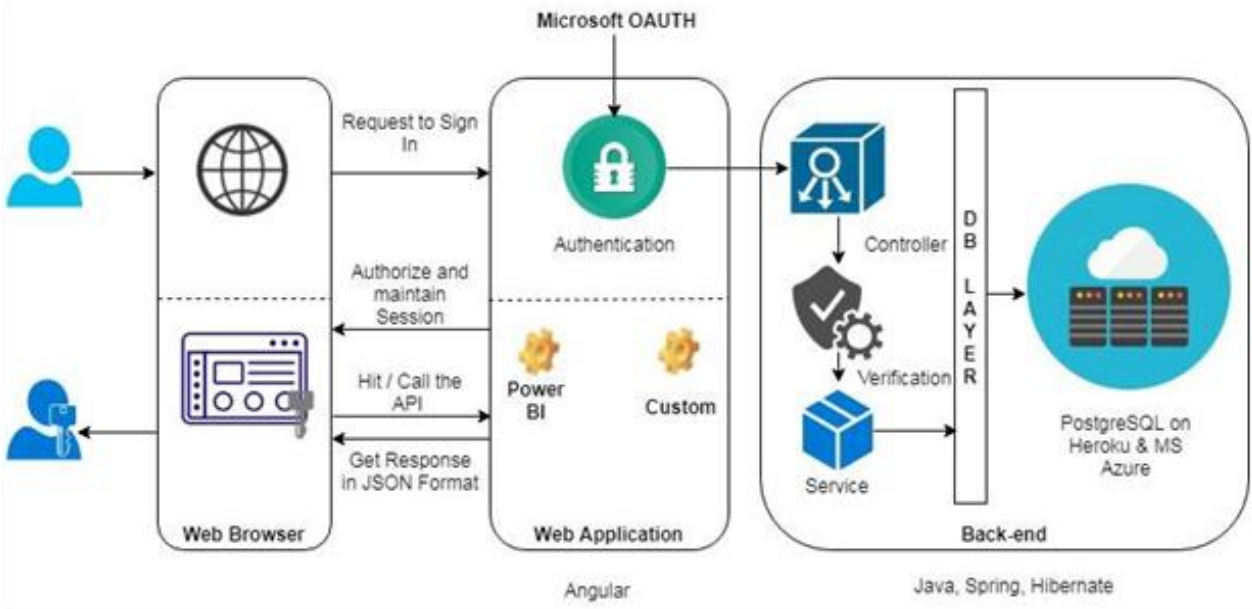
Infoxen leverages an offshore-onshore model for this initiative with 80% of the team located offshore. Our expert consultants analyzed the client problem and proposed end-to-end strategy to build the platform in cost effective manner. We performed a rigorous analysis of the client then-current supply chain management practices to develop a software planning solution. Based on client inputs, we developed a customized promotion tool to deliver insights on vital aspects of the client's supply chain. Our SaaS development experts built and tested the interface for sales integration with campaign management to enable product and market search.

In the developed promotion software solution, below features were designed and developed by our team of SaaS experts:

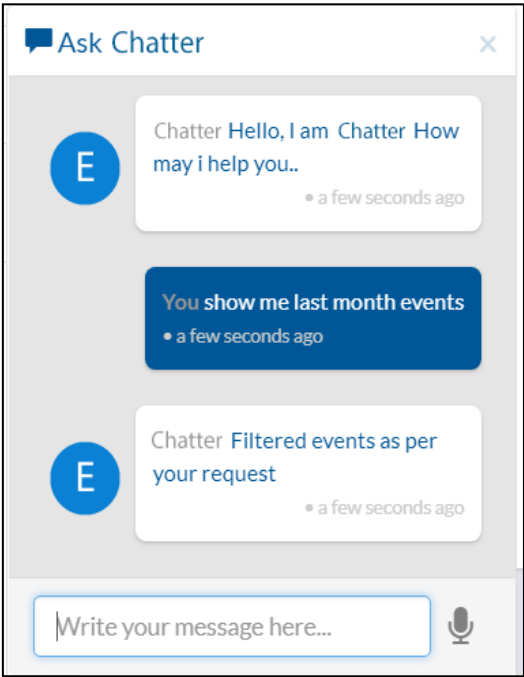
- **Promotion Planning and Management**
Using this, events and promotion products can be created, edited, deleted in an easy and trouble-free manner.
- **User Management**
Using this feature, users are authenticated and authorized for better security and safety purpose. Different user permissions were also enabled using the same functionality.
- **Report Generation**
Using this, Users can analyze the different reports of the campaigns to know the effectiveness of different promotion campaigns.

We also created Artificial bot engine which allows user to browse and filter the campaigns by voice and text. Our team then maintained and ensured the process for all ongoing transactions.

REQUEST FLOW ARCHITECTURE



CHATBOT OVERVIEW



TECHNOLOGIES USED

- **Project Management:** Pivotal, Asana
- **Cloud Platform:** Azure (App Service/Virtual Machine/ Docker for Postgres/ Azure Active Directory)
- **Backend:** Java 7, Spring, Hibernate
- **Frontend:** Angular 4, HTML 5, CSS3, Bootstrap
- **Database:** PostgreSQL
- **Version Control:** GIT
- **External Libraries:** Power BI, High Charts, AAD, Dialog Flow

SOLUTION BENEFITS

- **Better Decision Making Process**
The promotion tool enabled stakeholders throughout the organization to make more informed decisions. The dashboard quickly became an indispensable tool in driving business decisions and red flags.
- **Promotion Dashboard**
The dashboard could pinpoint the best and worst campaigns and helped the organization devise best practices to create better product marketing mix.
- **Better Report Creation**
A centralized information repository also eliminated the time spent on creating ad-hoc reports and generated better information flow throughout the organization.
- **Improved data visibility**
Reduced the blind spots that had previously affected the company's supply chain performance.
- **Proper Strategy Formulation**
Through this promotion tool, the client was able to achieve alignment with strategic goals at all levels in the company.

ABOUT US

Infoxen Technologies is a leading SaaS, WordPress, Magento, Mobile Application, MEAN, Cloud and customized software Development Company located in India and USA. Incepted in 2017, we have been delivering high-quality software development services to the independent software vendors and the enterprise by leveraging the best-in-class people, processes and technologies.

Infoxen is one of the fastest growing Software Development Company with vast knowledge, experience and expertise.

We, at, Infoxen deploy and develop software solutions across diversified industries like Media and Entertainment, Supply Chain, Hi-Tech, Retail & Ecommerce. Infoxen is dedicated to develop effective and outstanding software solutions with clients in order to accelerate time to market, reduce operational cost, and empower them to devote more time to their core business. We have streamline process driven approach and dedicated COE (Center of Excellence) for each service we serve, thereby helping our clients in reduced TCO (Total cost of ownership) and increased ROI (return on investment).

As a global IT consulting and software services company, we focus on developing software solutions and products which could scale, perform, and exceed customer's expectations. We have inbuilt Magento extensions and e commerce products which our clients have been using extensively.



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