

## Case Study: Sales Tracking System on Cloud

### PROJECT BACKGROUND:

Our client, a well renowned industrial measurement equipment manufacturer, faced the challenges in maintaining real-time Sales dashboards with requisite metrics and eliminating / minimizing the downtimes.

### THE CHALLENGE:

Client implements innovative methodologies to enhance sales. The client has been using an application to track the record of commission earned by an individual employee or sales personnel. The company used to generate reports filters such as dates – on which they were done; categories – equipment type, quantity, etc.; deals – time period, mode of payment, etc. Vertisystem was assigned with responsibility of enhancing the existing application adding some new features like CRUD operations for Deals and Sales personnel.

The main objectives and challenges were to address:

- A system was needed to track all the sales through various channels.
- Need for a reporting system to generate data regarding how the various channels of sale are responding.
- Implementation of new system with least down time.
- Ensuring availability of Sales data and metrics with accuracy to the system to generate meaningful reports and dashboard for decision making
- Onboarding the staff to new system.

#### Key Facts

- Improved data consistency, and thereby decision making
- Migration of the application to the cloud reducing Infra footprint.
- AI algorithm driven Dashboard & Report Design & Development

### OUR SOLUTION:

After detailed analysis of the objectives and challenges in the existing application landscape, Vertisystem designed Cloud Migration strategy for the identified application sets. Solution developed integrates the Employees database with sales record system creating a single coalesced data system.

Following were other salient features of the solution:

- Shifting whole information system of the enterprise on the Cloud helped futureproofing the system
- The simple interface was developed as the data was to be accessed by the employees of all department
- Single integrated system was created which not just amalgamated the data but the sales team with the whole staff of the client which was their philosophy to begin with.
- Application, database and interfaces developed by us became industry standard for all the firms operating with similar business model (sales through employee channels)
- Algorithm with AI capabilities that can analyze sales data and can help with business strategies
- Interface for business analysts which can present data in most readable forms (worksheet, charts, and patterns) and help preparing strategies and analyze working of the ones implemented.

- Achieving the data consistency and security.



The whole project was completed in three delivery cycles with deployment was complete 4 weeks prior its due date.

#### **BUSINESS RESULTS:**

- Simplification of interface made onboarding of client's staff easy and effortless.
- The business development team got insights of all the sales channels and was able to improve incentives system accordingly.
- Migration on cloud improves the productivity of client's IT team of and reducing maintenance costs.
- The Uptime of the system is now near 100%.
- The accuracy and consistency of the data is fully addressed, the decision making based on that has improved significantly
- Optimization of the Infrastructure requirement footprint with the migration to Cloud.