

BRAND MARKETING SOLUTION



- Facilitate effective collaboration between principals and Suppliers who market private brand products
- Decision support system
- Compliance Reporting

Case Study

System used by Marketing Management Inc

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Case Study – For MMI

A reputed Brand Marketing Solution Company

Our client operates to represent the needs of suppliers and to facilitate effective collaboration between their principals and customers who market private brand products. The program is designed to develop a “best in class” private brand program, to enhance private brand awareness and to grow sales for the suppliers they represent.

Problem Statement

Our client had a manual system to track records of Suppliers and Retailers; they used to face challenges in mapping the needs of the suppliers with the retailers and brokers. They hence were in a need of a solution to dynamically track records of their suppliers, retailer and broker. There was a need to develop a decision support system to analyze Item inventory of various brands, categories. They also had a need to analyze the contract status with suppliers to know which contracts were stagnant and needed their attention. Agreements were taking too long to close and get a final approval; they hence needed a mechanism where contract documents could be signed online to speed the process. They required a solution to integrate with Consumer Science standard that would verify and validate each product specifications with a standard scientific protocol and process. The results should be made available for the product to the retailer and variance as applicable would be made available to the supplier for further corrective action.

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Solution

PMAM in coordination with MMi team conducted a detailed study of the requirement and developed a specification for the proposed solution. The team next worked on a prototype of the User Interface screens and the technical architecture of the solution.

Project Management and Collaboration between the US team, and PMAM's remote team were managed by PMAM proven methodologies and project management system (PPMS). The project was developed in an agile environment with Daily standup calls with the teams. Rapid Prototyping tools were used to design and develop the solution and facilitate brainstorming.

Technology

The solution was developed on the Microsoft Platform with SQL Server 2012 as the database and ASP.NET 4.5 as the development framework. SSRS is used as the Reporting Solution. The infrastructure was designed to protect against unauthorized attempts to obtain data. It was critical for the design to provide a low cost, high performance, highly secure environment. Key elements of the solution were high availability, scalability, and speed.

Advantage

- Client was able to minimize Manual processes and maximize organizational agility for increased market share and profitability.
- Integrate and view information stored at disparate locations.
- Reduce response times and operational costs.
- Meet the reporting requirements easily and cost-effectively.

“Say What You Do, Do What You Say”

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