



Global IT Solutions

An ISO 9001:2015 & ISO/IEC 27001:2013

PSI helped Client build a Marketing Analytics Tool with an interactive dashboard that generates robust quantitative customer insights



PSI helps in creating a world class Marketing Analytics Tool

CLIENT ADDS TO ITS PRODUCT OFFERINGS!

"We were able to create a great tool that addresses most critical marketing issues and provides deep insights in a rapidly evolving marketing environment."

Client

ENGAGEMENT HIGHLIGHTS

PSI helped client in creating a sophisticated Marketing Analytics Tool for the CMOs. The Tool uses multiple parameters to provide transparency on past and future value creation at a specific level be it a particular category/country combination. These levels are based on management's plans, company financials, and market data. The Tool enables CMOs to make trade-offs on where to invest, helping them convert the principles of value-based management to the level of operational management. This aligns the whole company—from the top to individual operating units—for value creation.

About the Client

Client is a multi-billion dollar, 70K people enterprise having 90 worldwide offices headquartered in US. The firm serves as an adviser to businesses, governments, and institutions. It has a long track record of serving clients from consumer-facing industries. They serve clients in diverse industries, including travel and logistics, consumer packaged goods, financial services, utilities etc.

The Need

The client engaged PSI as an Offshore Development Partner to assist them in creating one of the tools named as “Value Navigator” for their ambitious Marketing Navigator tool that comprised of a bundle of world class tools. However PSI developed the tool as a standalone application which can be used separately as well. Thus the CMOs could use this application on their iPads even before their full application was ready for use.

Challenges

KEY BUSINESS CHALLENGES

- The application had a complex algorithm which was coded in a tool based on excel.
- Matching the output of the existing trivial application.
- The frequent change requests for enhancing the product features as per the need of the Business Users posed a major threat to delivery timeline.
- The application had to be tested with different data sets combining them with different parameters which resulted in hundreds of scenarios. Testing all these scenarios was a big challenge.
- Matching the UI design with the standardised pre-designed screens.
- Performance optimization.

KEY TECHNOLOGY CHALLENGES

- SQLite based browser storage didn't support cross browser compatibility.
- Creating iPad and Web based native application at the same time. While integrating the application with Phone gap plugin, we required a Unique ID for each Login. However the plugin exposes Unique ID for each device. Hence multiple logins from the same device was a challenge to identify.
- Keeping both iPad and Web application design similar to each other.
- Using SOA Architecture with Restful APIs for developing a Hybrid Mobile Application that could work on multiple mobile devices as well as web browsers.
- Minimizing the impact of frequent changes during the entire development cycle.
- Exploring Java script Libraries and using the same for the creation of multiple graphs.

Project at a Glance!

Project name

Marketing Analytics tool for a
Global Management Consulting firm

Location

London, UK

Duration

1 Year

Team Size

4

Industry

Management Consulting

Delivery Model

Offshore

Engagement Model

Turnkey

Challenge

New product extension and
implementation

Solution

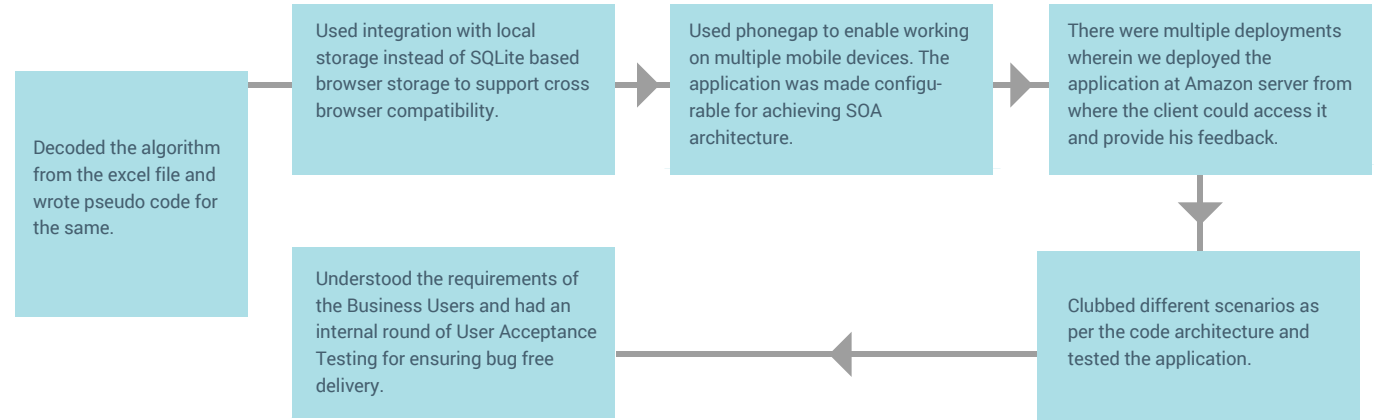
It is a tool which helps the Marketing Departments and CMOs to distribute their budget based on the optimization algorithm of the previous year's data. The users can change the weights of decision criterion as per their current requirements. Also the users can apply constraints on various Brand-Geo combinations to restrict the distribution.

Result

The tool was added to the existing product offerings of the client and helped expand the market for them.

PSI'S SOLUTION APPROACH

The solution approach had to be robust in nature hence we had a round of testing after each step of development thus ensuring savings in the effort and time. The debugging process helped us to locate the exact issue and fix it instantly. Testing with different data sets as per the 'Acceptance criteria' helped us in meeting quality standards and the delivery timeline at the same time. The same has been highlighted below:









PRODUCT FEATURES

- The Value Navigator uses multiple parameters to provide transparency based on management's plans, company financials and market data.
- The tool's resource optimizer feature simulates optimal allocation scenarios that promise higher future value creation through value-based performance management, optimized resource allocation and strategic portfolio moves.
- This enables CMOs to make trade-offs on where to invest.
- Identify the relevant attributes and brand benefits for increasing consumer purchases and loyalty.
- Plotting the brand's association with these attributes and using different analytical frameworks to help identify effective differentiators.



ACHIEVEMENTS

-  Robust application delivery
-  Exact Algorithm implementation without any assistance from the client
-  Released both iPad and web application on time
-  Handheld frequent client requests and could still deliver the application on time
-  Successfully achieved the Graphical Representation of the data
-  Flawless quality delivered which also resulted in capturing more work from client

TECHNOLOGY USED

- Language: C#, .NET
- Framework: Microsoft Visual Studio 2012 (Backend), Customized MVC framework in JavaScript
- Front End: HTML5, JavaScript, jQuery
- App Server: IIS 7.5
- Database: SQL Express
- Platform: Windows
- Development Tools: Eclipse, Visual Studio, Fiddler

About PSI

Pratham Software (PSI) is a global IT services company (with established ISO 9001:2015 & ISO/IEC 27001:2013 practices) providing software product development, consulting and outsourcing solutions to enterprises worldwide. While providing a wide range of solutions, we focus on Outsourced Product Development (OPD), Business Process Management (BPM), Application Development and Maintenance (AMD) and Content Engineering. Our extensive experience in OPD helps us build strong relationships with Independent Software Vendors (ISVs), as we work with them throughout the product development lifecycle. In terms of technology and platform, we work across all major technologies such as Microsoft, Java and Open source and have capabilities and experience in developing solutions for web, mobile, Cloud and social media. For Enterprise customers, in addition to Process Automation, we also offer development and support services in BI and DWH.