



## AgreeYa's Cloud-based Solution Enables Retailers to Achieve Better Results with Promotional Activities

Headquartered in Austin, Texas, our customer is a recognized market leader in retail technology solutions with offices across the U.S., Europe, and Australia. The customer helps retailers with predictive analytics and demand-based optimization solutions to deliver fast time-to-value and maximization of ROI. Its software, solutions, and services are based on advanced retail science and years of deep retail experience.



# Changes In Consumer Behavior Impacted Promotional Strategies

The retail technology provider relied on the Promotion Forecast Orchestration app and Promotion Async Bulk Upload app to confidently deliver effective and targeted retail promotion strategies that support the overall financial objectives of its retail customers. However, due to the changes in the economic landscape and transformation in consumer purchase behavior, the technology provider required significant modifications and updates in its existing solutions. The organization faced difficulties delivering an extensive collection of promotional forecasts to provide a competitive edge to its users.

**“The process of forecasting direct and indirect promotional lifts was becoming inefficient and time-consuming.”**

*- Project Manager, Retail Technology Solutions Provider*

The customer aimed to optimize promotions forecasts based on multiple geo-locations, calculate offer prices using base prices, and evaluate profits gained.

AgreeYa has been engaged with the customer and helped with various solutions and services. Based on the fruitful past relationship, the retail technology solutions provider approached AgreeYa to address the situation and help deliver insights to its users.



# Mitigating Innovation Challenges with Application Modernization

Upon engagement, the AgreeYa experts held in-depth discussions with the customer's stakeholders to understand the challenges and the expected outcomes. Based on the discussion, our experts shared an Agile software development strategy to ensure all deliverables were completed on time. Our cloud experts provided event-based cloud services to implement orchestration, which divided the entire workflow into small events to avoid higher memory utilization and ensure quick responses. Additionally, our experts moved cloud traffic from a query to multiple distinct servers, such as BigQuery and MongoDB, to maximize cloud resource availability.

Additionally, AgreeYa experts created JIRA tickets and stories for each task to keep track of the development. Our team conducted multiple tests on each module during development, QA, and UAT to ensure optimum release quality.

## Delivering an Efficient Cloud-based Solution

**“AgreeYa's team developed and tested all modules in a minimal time while covering maximum features, making it unique and different.”**

*- Project Manager, Retail Technology Solutions Provider*

AgreeYa's support and services helped the retail organization optimize promotions with a cloud-based solution and achieve customer satisfaction by delivering the solution within minimal time while covering maximum features. The team's approach to breaking the workflow into small events and keeping track of development, testing, and deployment phases helped improve performance and achieve customer objectives. Other discernable benefits of the application are:

Ensured the availability of accurate data on a timely basis.

Enabled the customer to satisfy clients and meet SLAs.

Removed technical restrictions that were limiting deployment choices.

Promoted better user experience.

# Technology Stack



## About AgreeYa

AgreeYa Solutions is a leading global provider of software, solutions, and services to global Fortune 100, medium, and small organizations. Founded in 1999 and headquartered in Folsom, Calif., AgreeYa has over 2,200 professionals helping clients across the US, India, EMEA, and Mexico in their digital journey. Leveraging our technology-enabled, consultative approach and diverse talent, we serve clients across various industries to meet changing market conditions, stimulate growth, optimize costs, and create lasting value. Our solutions around modern workplace, smart analytics, intelligent automation, AI/ML, cloud transformation, mobility, and talent management deliver the value of digital transformation for our clients. AgreeYa has received considerable recognition in the industry for its technology leadership, quality processes, employee best practices, customer success, and giving back to the community. Some key recognitions include certifications like Microsoft Legacy Gold Partner and Cloud Solutions Provider; AICPA SOC 2 Type 2, SEI CMMI, and ISO 9001:2015; and awards including Dream Company to Work For and Best Employer Brand.



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