

# CASE STUDY

## CLIENT OVERVIEW

Being a business and marketing technology firm, inoday's client is engaged in assisting its clients in hospitality sector to swiftly resolve day-to-day business complexities. With its business technologies that are versatile, elastic and highly secure, it helps in gaining huge revenue with simplified everyday management processes. Its set of latest cloud-based technology solutions include Point-of-Sale (POS), Workforce Management Systems, Spa and Property Management Systems that are globally used in the hospitality sector. Understanding the exact requirements of its widespread customer base, our client believes in providing cutting edge Point-of-Sale solutions that offer advance marketing functionality, management access from anywhere simply over an Internet connection.

Available with an easy user interface and quick management access, our client's POS is a simply programmable system. Apart from this, they also offer mobile connect to their clients, which has a significant role in interacting with customers for multiple purposes. With an aim to have an easy customer management process along with maximizing customer satisfaction; our client is successfully serving to its customers by offering our created POS solutions by utilizing multiple technologies.

## CLIENT'S BUSINESS SITUATION

Client was using obsolete technology that neither supported their business process nor could satisfy the customers. Since their registration process was handled manually, whole work seemed tedious. They needed to automate their processes to have a wider reach and also wanted to create POS application. They had a challenge of redeveloping and launching the latest version of POS system along with a mobile application for easy interaction with the users. They came across a nearly impossible situation, where they had no documentation available and also they had differently written codes in C++, ASP.Net and VB6. Nevertheless, our client came to us to develop POS application and some complex modules without even having the requisite information to do so.

## BUSINESS CHALLENGES

- Client's business was hugely affected due to financial and client loss and resulted in falling behind business counterparts due to using Standalone POS solution for business.
- Their existing POS system didn't have a user-friendly interface and lacked instant management access using the Internet.
- After committing to the clients of fixing the existing POS system by redeveloping it, they couldn't stand firm on that promise, as they didn't have any documentation available for the new development team.
- All codes written in ASP.Net, VB6 and C++ were of different versions. It was purely hopeless for anyone to work on such complex system as per current business requirements.
- Since their registration process was manual, a simple task would turn into tedious one that indirectly affected in reaching worldwide clients.

## HOW WE TACKLED THESE CHALLENGES

- Our ASP.Net experts developed POS systems with precise architecture that emphasizes on sales activities, gives more control and business monitoring ability to assess daily activities. The POS system also possesses customer-friendly features to make the customers delighted by being able to see their past purchases and track down the billing and shipping details.
- By applying WCF (Windows Communication Foundation) and WPF (Windows Presentation Foundation) services to .Net framework; we maintained specific service flow throughout the POS system. Using additional functionalities to add keypad and other functions of these services, our experts enhanced the device functionalities.
- Using Telerik technology and services for many in-built functions as well as user-defined functions like data functions, conversion functions, report functions, conditional functions, date & time functions, etc.; our experts offered organized POS solutions to manage customer service.
- Along with other advanced technologies, our experts used SQL server database to store and manage information. Now with a cloud-based system, users will be able to access the system from anywhere just over an internet connection.
- We also designed Xamarin based Mobile Application (POS for Mobile Phone) that is available on Google Play Store, iTunes, StoreApp, Window Store.

## BENEFITS OF OUR OFFERED SOLUTIONS

- With offered technologies, our client can run everything from counter to back office with a single system. The system allows simple electronic payment configuration, table reservation configuration to serve clients better.
- Client got impressive tasks management with our designed set of tools to carry out with all hospitality management processes.
- Client can now track the time and attendance of employees and has proper notification system for servers about every serving activities. POS software also offers secure credit card transactions with zero-downtime.
- Client now has a easy-to-use POS interface with complete front and back house management.
- Designed to handle complete marketing needs, POS allows promotions through direct campaigns and SMS to subscriber list. It also has merchant & gift card processing along with discount tracking with the coupon message.
- User stays online even when the server goes down.
- Since the system has been tested in live environment for over five long years, it offers absolute accuracy.

