CASE STUDY #MANUFACTURING

Competition Watch tool for a leading
Building Materials Company

The Challenge

Facilitate the field sales force with a handy tool, accessible on smartphones and tablets, to compare competition products and close sales faster.

With a range of heavyweight products and equivalent competition, the sales executives required to support their sales talk with comparative metrics and performance parameters without the need to carry physical samples.

The Solution

Niyati developed a Mobile Application to be hosted on the Enterprise Private Store integrated with a web-based backoffice administration tool with User Access Privileges. The App had a Product Showcase, a Product Comparison Tool with report generation and PDF export feature that allowed the sales executives to demonstrate the relative benefits of their product against competition, and also instantly share the results as a PDF over an email or bluetooth.

Drawing on positive feedback with its pilot implementation in Europe, the App was scaled to include multiple countries and language versions.

Key Tools and Technologies

- JSON
- AngularJs
- LAMP stack
- Android and iOS (Native) Framework

About Niyati Technologies

Niyati is a fast-growing solution provider of information technology, user experience and branding services for global enterprises, start-ups and businesses of all sizes. Through its 'Digital DNA' approach to business problems, Niyati enables enterprises extract the most out of their digital investments. Founded in 1999, Niyati's digital domain expertise spans diverse industries. The corporate headquarters and Offshore Development Centre is located in Chennai, India and it has a regional presence in Singapore and Dubai.

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