



M Marketing & Trade
SERVICES

ABOUT THE CLIENT

Marketing And Trade is a company dedicated to the replacement of products for certain customers in big chain stores all over the country. At the same time, MTS is also dedicated to the collection of statistic data such as prices and existing stock, news that occur in the store that is visited, and also, photos are given to settle the work performed or present anomalies.



THE BUSINESS PROCESS

(Before Asamble do its magic)



DATA COLLECTION

The data collection by the client's resources was being done manually, using common tools such as WhatsApp or Telegram, through unsafe and unstandardized data channels. In this way, photos, news, prices and stocks quantities were sent.

INFORMATION PROCESSING

Once the data was received, the resources in the offices analyzed the data from WhatsApp and Telegram, and stored the in a homogeneous format in an Excel spreadsheet, identifying shop, brand and products, and validated if they were correct or not.

Approximately, the daily information flow was 500 photos and more than 2000 records of changes about product information.

INFORMATION MANAGEMENT

Once the data was manually converted through Excel or Word to information, these were sent to the clients by email. Needless to say, there were errors in sending the mail either by sending information to the wrong recipient, or by sending information in advance or that shouldn't be sent, because there is information to be sent daily.

PROJECT ANALYSIS



DIRECTOR MEETINGS

Analysis of current data and systems

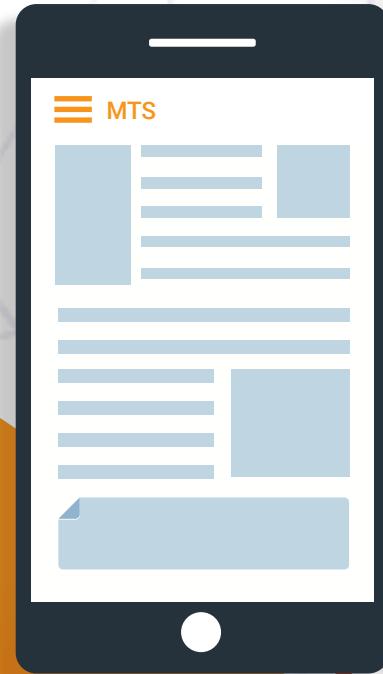
From the meeting with the directors, the first action was to analyze all the databases that the client handled in Excel or alternative formats. As well as the analysis of the documents that were delivered to their final customers. In this way, we were able to have a first data model and begin with the digitalization of the business process.

End users interviews

Once the business and the problems of the process were identified, we proceeded to find a solution that would be homogeneous with the users' experience. What were their operational problems today? How long does it take them to complete their tasks? How do you think they would do their job better? This was done both with the users who processed information and with whom they took it.

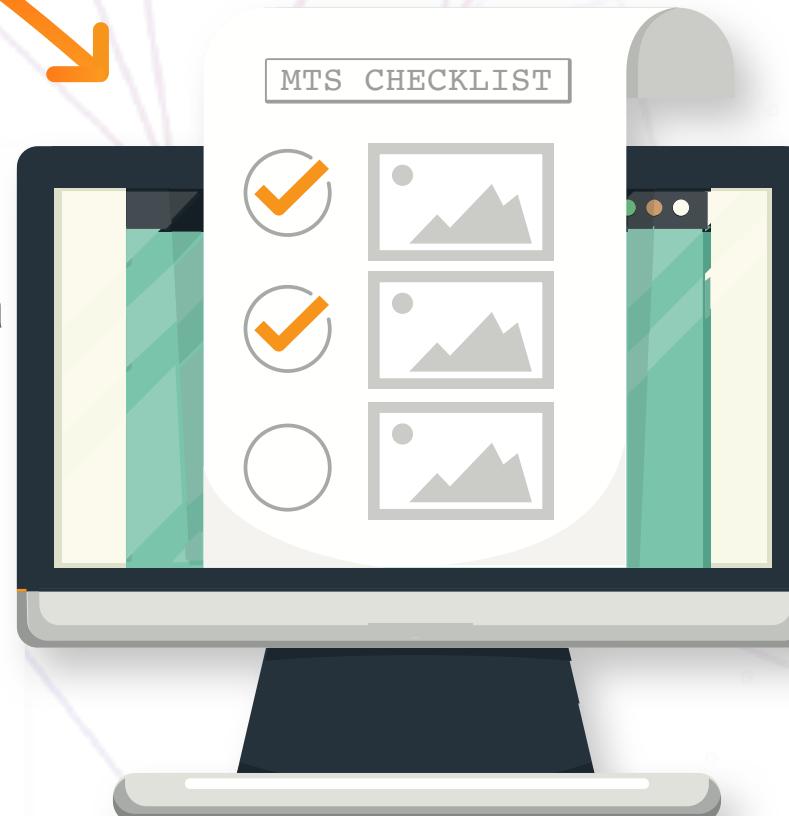
THE GOAL

Following with the same 3 localized verticals business, we present a computer solution for each one of them:



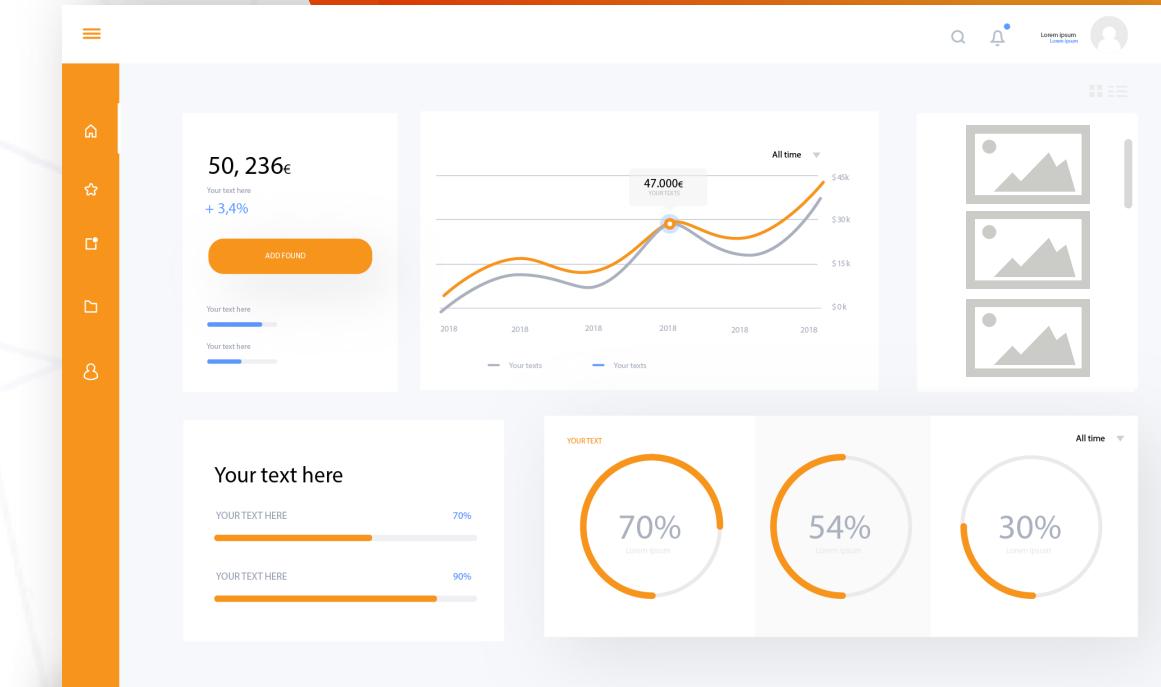
Mobile Application

The mobile application will be responsible for being the only communication channel of the operators. Through the application they can indicate if they will be able to work, upload medical certificates, see their daily route, and load for each store their daily operations such as photos, news, prices, stock, etc.



Management platform

For those in charge of analyzing the data, a management platform was developed where they can manage users, customers, chains, stores and routes. At the same time, this same platform will be responsible for processing the data and display standardized information so that users only have to decide whether to approve or reject it.

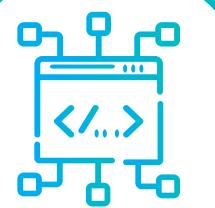


Information reports platform

When the information is approved, each client has real-time access to see it and also access to personalized reports that let them know where in the country they have the most expensive products, where they do not have merchandise, how common is this over time and other analysis.

DEVELOPMENT

DEVELOP



FEEDBACK



TESTING



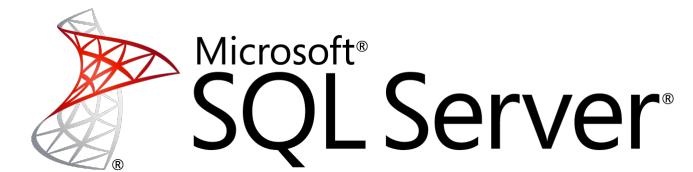
The client gave us feedback on each iteration, so we were able to constantly optimize the project according to our client preferences using our agile framework.

Our Senior Engineers used their amazing skills to create rock-solid code in order to build the responsive and scalable soccer app everyone would love to use.

All the features were fully tested in order to catch and fix even the smallest bug trying to get into the soccer field.



WEBSITE, API & BD



DATA MIGRATION



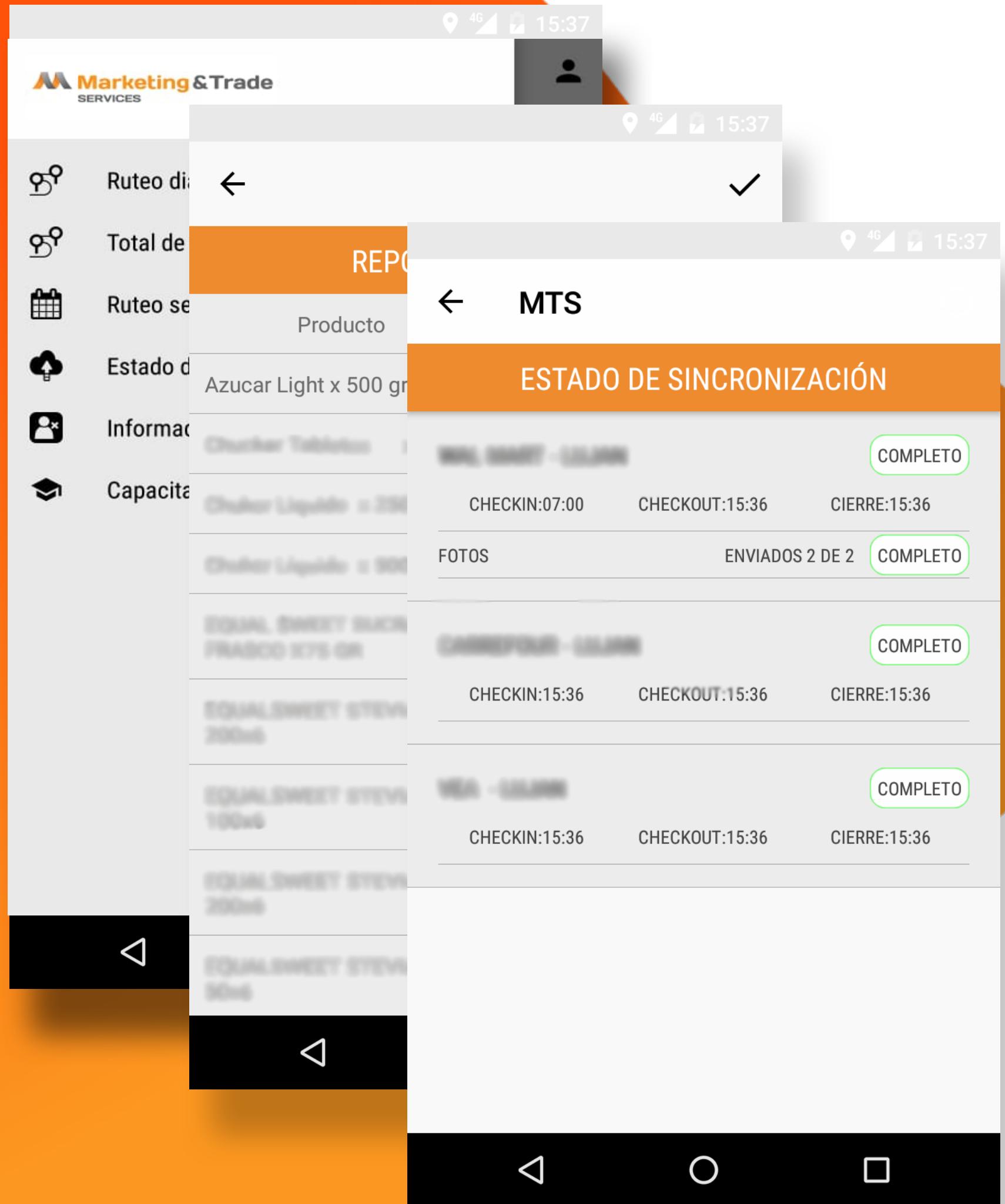
MOBILE APP



The development process was done thinking first of the management and administration part, building the corresponding BackEnd. Once this was done, the analyzed database files were migrated from different sources with an automatic process so that, when the system would be productive, they would not have any impact. Then, we continued to make the mobile application that consumes the API as well as the customer statistics portal.

IMPLEMENTATION



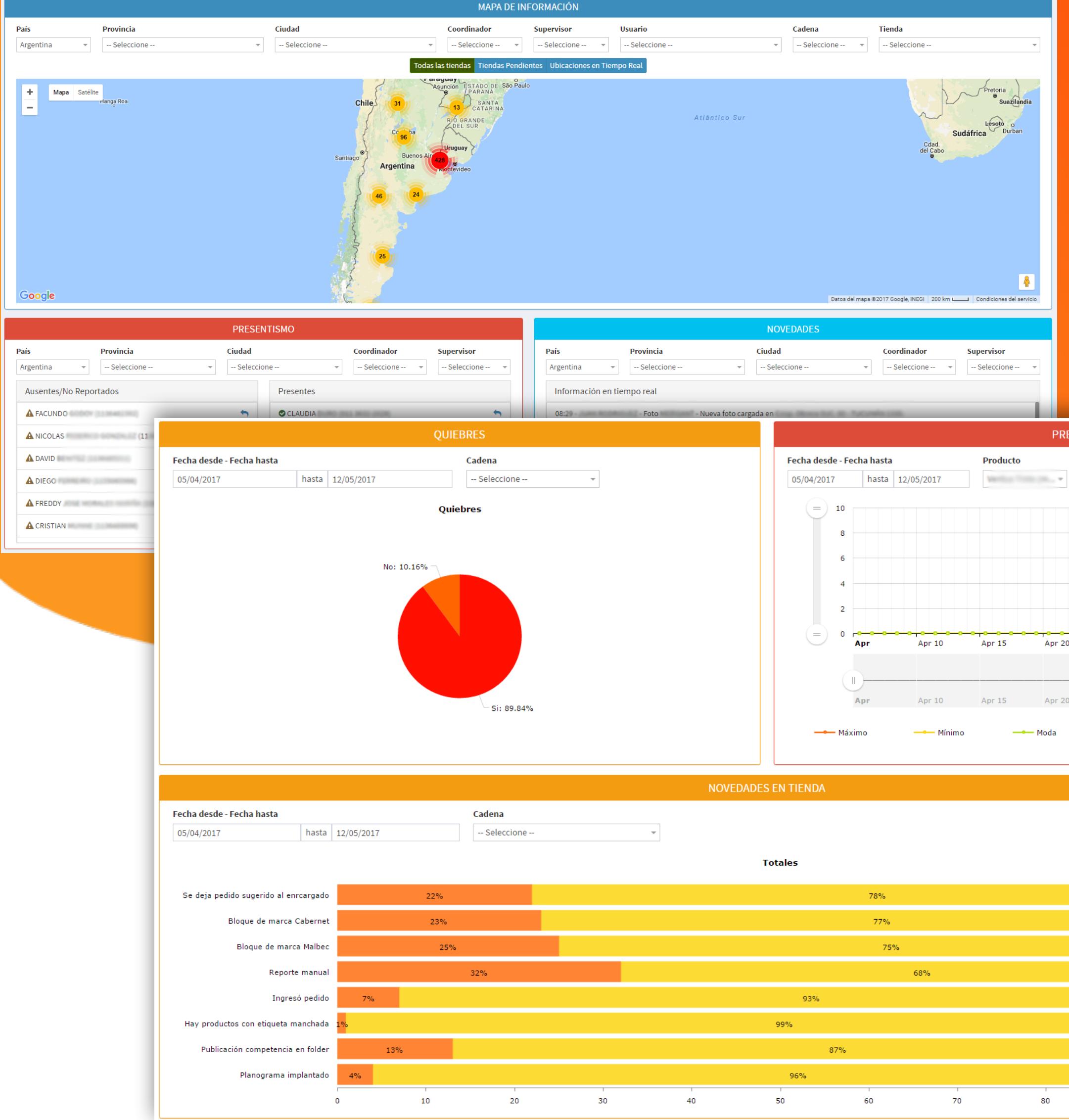


MOBILE APP

- Realtime geolocation
- Connection with API REST
- Login
- Presentism (absence report and upload of medical certificates)
- Routes
- View of past and future routes
- Customer view
- Gallery view to take photos
- Grid for uploading news, prices and stock
- Rejected information view
- Training modules

WEB

- Reports Dashboard
- Real-time location of devices and shops on map
- Work statistics
- Human Resources presentism
- User administration
- Customer and product management
- Chain and stores management
- Route management
- HR report
- Photo report
- News report
- Price report
- Stock report
- Sent information report



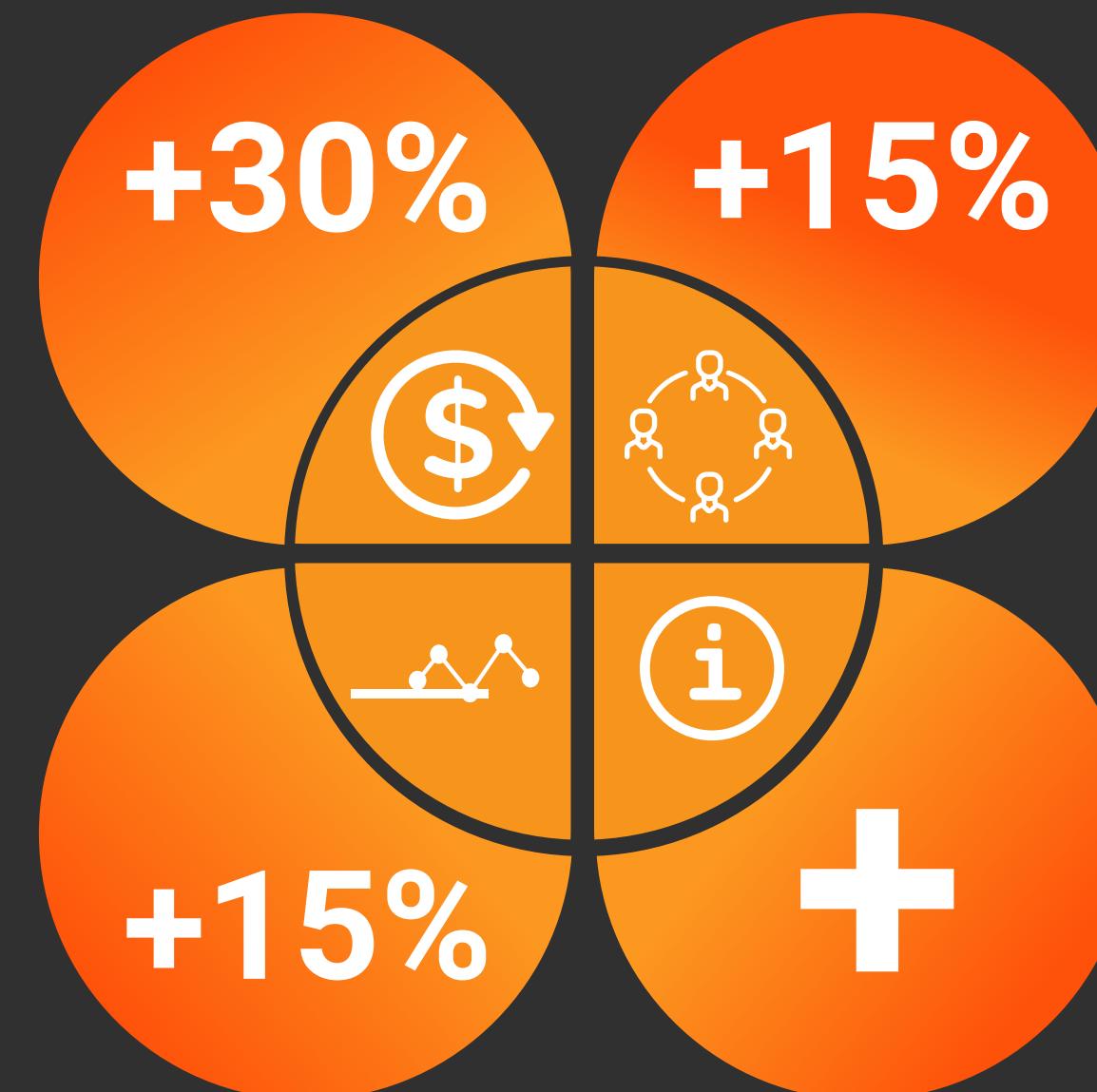
RESULT

SAVINGS

With the digitalization of the service, operating costs decreased for data collection, processing and report generation. Therefore, they were able to offer more competitive prices while maintaining the profit margin

IMPROVED WORKFLOW

With all the digitalized processes, compliance with daily and monthly objectives, an increase in effectiveness of 200% could be met.



STAFF OPTIMIZATION

Through the visibility of the routes and the operational improvements, the personnel could be optimized to be able to grow horizontally with the same capacity.

INFORMATION FOR LABOR LAWSUITS

With the possibility of having visibility on the staff, they could have information about their schedules, chosen routes and others. With which, they can know if someone inflicts any rule or commitment.



THIS AND OTHER BEAUTIFUL PROJECTS
ARE CRAFTED WITH PASSION AT
ASAMBLO

Contact us

TO MAKE THINGS HAPPEN

