SLASHED SUPPORT COST AND TICKET VOLUME BY 70% FOR A TECHNOLOGY-DRIVEN GLOBAL MARKETING COMPANY WITH A CENTRALIZED PRINTING WEB APPLICATION SOLUTION

CASE STUDY

ZUCi
SYSTEMS

A WEB APPLICATION DEVELOPMENT & INTEGRATION CASE STUDY

A technology-driven, global marketing business solutions provider that provides marketing process automation services for digital and traditional communications wanted us to build an end-to-end online printing web application solution.

The aim was to build a powerful web-based application for centralized brand control, enable sourcing, procurement, and management at scale.

PROBLEM STATEMENT

Our client is a well-known print media agency with thousands of customers & agents in Milwaukee, Wisconsin. The client provides a wide range of printing services, including offset printing, card printing, brochure, and other graphics work.

Before reaching out to us, the client's business workflow did not allow their customers to try out different customization in placing orders. The client's end customers could not change dimensions, colors, and additional products after uploading a preset design layout.

Also, the client faced huge lead times in delivering print products and managing orders due to several third-party applications in place.

Adding, the existing workflow was intense and involved substantial manual intervention. For instance, the client's end customers had to go back and forth to place orders with multiple credentials in the printing vendor's website, ERP system, and procurement software for their various business needs.

To overcome all these challenges, the client had been looking for a solution and reached out to us to globally centralize brand control, enable sourcing, procurement, and ease of management for their customers.

BUSINESS GOALS

Enable Single Sign-On (SSO) for all third-party software

Integration of third-party software into one single web-based application

Excellent user experience by providing a feature-rich front end

Quote pricing of a printing job by comparing it with different printing vendors

Reporting dashboards with visuals like graphs, charts, and tables

Real-time suppliers' activities and performance tracking

Streamline and standardize all manual processes

Ease-of-use, scalability, and cost-effectiveness

Anytime-anywhere information access

SOLUTION

Our project team evaluated the client's existing IT infrastructure and current workflow to define the success metrics beforehand. This helped the project team and client to understand the business goals before starting the project.

Zuci's project team finalized a roadmap to develop a web-based application according to the client's request and existing IT infrastructure. This allowed custom printing of marketing collaterals, tracking customers/suppliers, managing pricing and logistics, and finally generating reports which display the details of end-to-end business process operations.

Zuci pulled off all this in one web-based application system by integrating and automating the entire workflow, core business functions, and relationships between the key entities that participated across the networks and deployed the application in 3 months.

HOW ZUCI SYSTEMS HELPED?

Analyzed existing system and planned new concept by understanding each aspect of the system, its workflow, all core functions, and relationships between each key entity being participated across the networks

Based on findings from research and analysis, our team prepared project development plans accordingly

Web architectures at Zuci System defined the entire web application architecture with navigation, modules, and data interactions within and with external systems

Further, the project team detailed the features by way of prototypes and created a development and release schedule for each sprint

HOW ZUCI SYSTEMS HELPED?

Conducted unit and integration testing to not only improve the development process but also help document the behavior of the components and avoid any future regression bugs

Used CI/CD pipeline for faster release by automating the execution of unit and system, and integration of test cases

Our team of UI/UX engineers incorporated a rich responsive user interface, along with cross-browser and multi-device support

After successful testing, the application was deployed on the hosting server. Queries, bugs, and complaints made by the client-side team as well as end-users of the system were attended on an ongoing basis.

PROCESSES AUTOMATED

User Management

Payment Management

Orders & Job Management

Data validation & reports

Order Delivery Management

Exception reporting and metrics

7

BUSINESS OUTCOME

4x
faster processes

70%
reduced TAT

41%
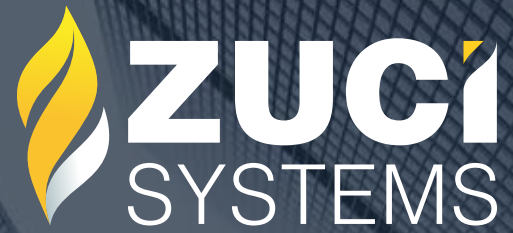increase in overall
operational efficiency

21%
increase in
revenue

ROI realized in
5 months

8

TECH STACK

ZUCI SYSTEMS

ACCELERATE YOUR BUSINESS WORKFLOWS AND CUSTOMER OUTREACH WITH ADAPTIVE WEB APPLICATIONS.
INTERESTED IN DISCUSSING A PROJECT?

Book a Consultation →

www.zucisystems.com

Chennai, TamilNadu
Chicago, Illinois
Brussels, Belgium

US: +1 (331) 903-5007
Belgium: +32 477411912
India: +91 (44) 49525020

sales@zucisystems.com