**gslab**

# Modernizing a shopper marketing product for better user experience & performance

A software company reinvigorates its marketing product and improves scalability by moving the on-prem platform to the cloud

## Executive Summary

With advent of online shopping, the very existence of brick and mortar stores is being questioned. Therefore, the importance of shopper marketers has gone up in the recent past as they not only create great consumer experience but also help brands in selling more products. One such shopper marketing product tasted much deserved success once it was modernized to keep up with the times.

## Background

Shopper marketing is an evolving discipline which focuses on shopper marketers. It is a marketing discipline full of experiments and data driven decision-making. When a consumer visits an aisle in a retail store full of competitive products, many of her decisions are driven by shopper marketers' meticulous planning.

Our customer develops products for Consumer Packaged Goods (CPG) companies and helps them sell more with the help of concrete data. Our customer's marketing product allows manufacturers & retail stores to use historic campaign data for predicting future sales. It provides guidance on the type of campaign, the amount of budget required and the right channels available for achieving the best sales results.

Despite having a strong value proposition, our customer was struggling to get brands on-board and grow. Sensing the need of the hour, GS Lab was entrusted with modernizing the product.

## Challenges

Typical shopper marketers deal with a lot of excel sheets. They work on budgets, plan campaigns, look at the results and then optimize strategies. The product makes this process simple, efficient and smart. Our customer was struggling with prospect conversion. The early stage product was not market ready because of the following reasons:

1. The product was an on-premise monolithic solution facing the issues of scalability and availability.

2. The user experience and workflows were not simple or intuitive. This resulted in a lot of confusion, errors and delays.
3. The customer on-boarding experience was kludge. It still revolved around spreadsheet exchange. The CPG company would send their past data to our customer who would then find gaps. This resulted in a lot of redundant interaction between the CPG company and the customer success team. It usually took 2-3 months to on board a new customer. This was a big issue when a customer wanted to try out the product quickly.
4. The product did not have the capability to handle federated uthentication using different solutions like Okta, ADFS or Onelogin.
5. The product architecture was suboptimal. It could not handle the large amount of data and was slow.
6. With the existing monolithic architecture, it was difficult to add new features.
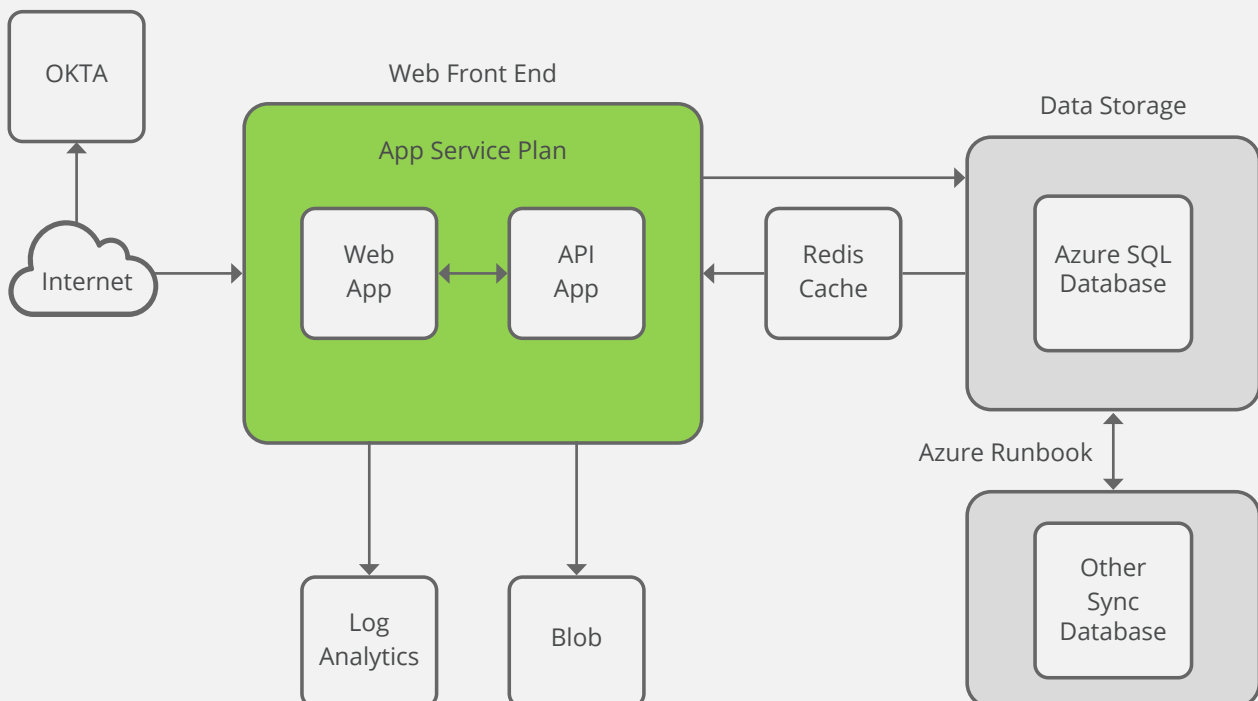
## Solution

### Approach

Great Software Laboratory spent early project days in studying the domain. We learnt the nuances in shopper marketing and understood the workflows. We discussed the onboarding process and challenges in great detail to identify the lacunas.

### The user experience

With the classical outside-in approach, UX engineers worked on the user stories and defined the experience for all stakeholders. We created a customer journey that would define the design and development choices. The UX and UI was completely reshaped multiple times to address the complex business needs of the customer.

**The architecture and development**

- In consultation with the customer, Microsoft Azure was selected as the cloud platform.
- GS Lab redesigned and moved the product from monolithic, on-prem architecture to a multi-tenant architecture on Azure.
- We then created development, QA, staging and production environments.
- The entire CI/CD, JIRA and development processes were set up.
- Manual testing was upgraded to automated testing solutions.
- The web application was enabled with Single Sign On (SSO) authentication by integrating it with Okta.
- Tableu reports were replaced with more pocket friendly D3 charts.
- The entire CGP customer onboarding process was automated. Now, the customer could upload historic records right in the product. The product would study the data and highlight the identified issues. Both the customer and the customer success team could now check the data and fix issues in minutes.



*Solution architecture*

## Impact

**Improved scalability**

**Improved user experience**

**Reduced time for onboarding**

1. The customer signed up 3 big accounts in less than 2 months of deployment of the modernized product. The web product developed by GS Lab is now used as the first touch point in the sales cycle by our customer.
2. The time required for onboarding new customers was reduced from months to days by simplifying the data capturing process for historic point of sale data.
3. The product became highly scalable and available.
4. End users are delighted with the new user experience and faster performance of the product.
5. Enterprise customers can now easily use their security policies with the product.

Great Software Laboratory (GS Lab) has been the technology partner of choice to 100+ organizations across North America, Europe and Asia-Pacific for over 16 years. Leveraging our expertise in 130+ tools & technologies, we have created 300+ 'first-of-its-kind' solutions to real-world problems. Our 'Beyond code' philosophy ensures that we not only push boundaries of existing technologies but also try out newer problem solving approaches to keep our customers one step ahead of their competitors. Our global team of 1200+ employees is adept at creating 'real value' at each stage of the customer growth journey, right from proof-of-concepts to completely scaled up products. For more information about our solutions & offerings, please visit www.gslab.com

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