

# Reduces Time to Market Improves Operational Efficiency

Case Study: Consumer Goods



AIMLEAP

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## THE CHALLENGE

A US-based consumer goods Company for its sales operation wanted support to ensure Go-to-Market planning.

Request included:

Single view for sales commission, and sales pipeline across geographies, product lines, and segments by integrating multiple source applications. Also, wanted the integration of a business intelligence environment and consolidation of different vendors and services under one single umbrella.

## Our Approach:

Full-Stack Techies built a sales operation platform providing end-to-end IT service. Full-Stack ownership of applications covered the entire spectrum of the lifecycle including project management, release management, release management, QA, and production support.

The integrated BI enabled the Consumer goods Company with a 360-degree view of customer and partner data.

Leveraging Full-Stack Techies automation capabilities, automated multiple processes, and streamlined the entire IT eco-system.

## Outcome:

### Integrated Application Solution Enabling Go-To-Market

- One-stop integrated IT solution for sales operations and BI reporting enabled the company ready to go to market.
- Self-Serving & Integrated BI monitoring dashboard enabled centralized control and administration of customer and vendor data.

## Highlight



**improved**

Operational efficiency



**360**

Degree view customer and vendors



**40%**

Cost saving through automation



## AI & Automation Practice



As part of AIMLEAP automation business unit, practice provides advanced data collection, artificial intelligence and automation capabilities that help clients create highly personalized digital products and services. Our AI-augmented & automation capabilities offer insights from data to informed decision-making, improve operations efficiencies and reduce costs. We leverage pre-built and custom developed automation algorithms to help our clients optimize their business, identify new growth opportunities, and outperform the competition. To learn more, visit us at [www.aimleap.com](http://www.aimleap.com)

## About AIMLEAP



AIMLEAP is an ISO 9001:2015 and ISO/IEC 27001:2013 certified global technology consulting and service provider offering AI-augmented Data Solutions, Data Engineering, Automation, IT Services, and Digital Marketing services. AIMLEAP has been recognized as 'The Great Place to Work®'.

With a focus on AI and automation, we built quite a few AI & ML solutions, AI-driven web scraping solutions, AI-data Labelling, AI-Data-Hub, and Self-serving BI solutions. We started in 2012 and successfully delivered projects in IT & digital transformation, automation-driven data solutions, and digital marketing for more than 750 fast-growing companies in the USA, Europe, New Zealand, Australia, Canada; and more.

- An ISO 9001:2015 and ISO/IEC 27001:2013 certified
- Served 750+ customers
- 11+ Years of industry experience
- 98% Client Retention
- Great Place to Work® Certified
- Global Delivery Centers in the USA, Canada, India & Australia



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