



Agro-Chemicals Industry Secondary Sales Tracking

Background

The Client, a leading Agro-Chemicals manufacturer in India also has substantial exports to destinations across the world. The client wanted to develop a system for capturing sales, inventory and price related data to understand market trends of their own various products vis-à-vis the competitors' products. The system was to act as a starting point for the client in creating a data warehouse to perform trend analysis using advanced reporting tools.

Data was captured from the field by sales staff and was to be entered into the database over the Internet, possibly from cyber-cafes.

Challenges

The Secondary Sales Tracking system needed to:

- Allow fast retrieval of data for carrying out analysis
- Generate Data capture forms on-the-fly based on the selection of the product for a specific area

Akraya Solution

After carefully considering the project objectives and the existing design, the Akraya team proposed and implemented the following:

In order to meet above business goals, the system and data had to be at a centralized location. The response time had to

be very fast in spite of the fact that data was being captured over the Internet, which could be over slow speed connection.

The system was to be deployed in a distributed environment. System was to integrate with the existing applications to avoid duplication of masters and other data. Finally, design had to be flexible to permit future additions to functionality, particularly introduction of Trend Analysis, Routing specifications for marketing persons.

A web-based system was designed using ASP.NET and .NET serviced components. Design was based on components to keep it flexible and make it scalable. Object pooling and data caching techniques were used to improve response time. The Business logic layer was kept separate from the data access components.

Benefits

- Achieved database independence.
- Improved understanding of market Trends
- Quicker and accurate decision making capabilities
- 24 X 7 availability of data

Technologies

Microsoft .NET framework, ASP.NET, Business Objects, SQL Server 2000, Windows 2000.

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