

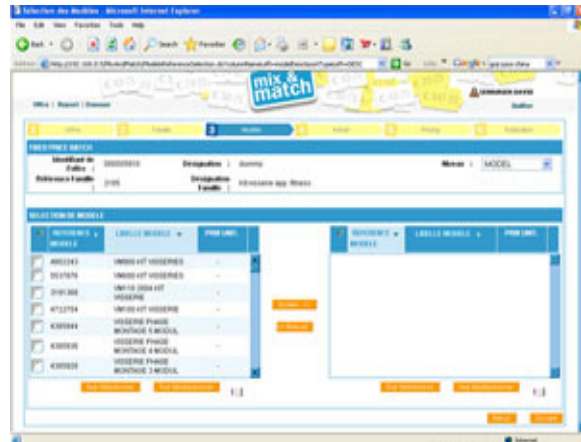
## Promotion Management for a Retail Giant

### Overview:

A multi-Billion dollar European Sports Retailer having thousands of stores across the world. Their portfolio includes thousands of products and hundreds of brands.

### Mission Details:

CRMIT has successfully developed and deployed a complete promotion management solution for this company.



### Key Functional Benefits:

- Offers fastest way of communicating with retail stores across the world
- Users can create and manage simple to complex offers & promotions
- Allows users to store various details about the promotions
- Comprehensive coverage of information for Promotions, recommendations, prices etc.
- System allows retailers to override the recommendations depending on local market conditions
- A reliable & secure way for the company to share its promotional offers with the retailers
- The application runs inside a web browser with a easy to use interface

### Key Milestones:

- Development of a Scalable architecture that can handle thousands of products and offers
- Building an automated batch process that performs data synchronization
- Apply enhancement updates to the system over a long period

### Added Benefits:

- Various types of promotions can be managed - like fixed price sale, Single Euro product set, % discount product set etc.
- The main users of the system (company's marketing members) sitting anywhere can create promotions via their web interface
- Promotions and other critical data is automatically updated for the end Users in Retail stores
- Data containing promotions and offers is exported from the system into formats that can be read by software in retail stores
- Data is updated using automated batch synchronization