

Case Study

Competitive Price Check Mobile Application

Documented By:

**Mentor Minds Solutions
and Services**



Client Overview

Pristine provides industry specific business solutions targeting Retail chains Manufacturing, Utilities and Healthcare that enable smart decisions at the point of action. Pristine is lead by an experienced management team, Pristine develops Retail Chain software solutions and provides ancillary services in partnership with globally recognized corporations.

Product Overview

This product is aimed at field staff working for retail chains and shops, to help them capture competitive price information and other information on promotional schemes from various stores.

The application allows the users to collect relevant information such as:

- Price Check
- Club Identification
- Product /Item code
- Regular Price
- Rebate Price
- Item Pack Information
- Item Size Information
- Department or Aisle ID
- Date and Time of Data Capture

The system is integrated with voice engine and other electronic devices such as barcode, Bluetooth etc. The user can also execute the application with voice command and they can use a barcode reader to capture price. The system uses SQLSERVER Compact Edition as data storage medium for the mobile database. System also has the provision to upload data to the server through secured web services, Secured File transfer protocol.

The mobile application offers handheld-based price capture forms with built-in controls.

Validation of data is also built into the system to enable the users to collect and submit data more accurately.

All relevant master data is updated into the mobile database periodically to reduce duplicate entries and also for validation purposes.

Synchronization of transaction data with the server happens either on a scheduled basis or on a real time basis depending on the availability of wireless network and bandwidth.

Software Environment:

- Microsoft® Windows
- Windows Mobile 5.0 & 6.0
- .NET Compact Framework 2.0
- C# 2.0
- Sql CE
- HP IPAQ
- HTC Tilt
- Dell

Splash 10:27

Presto
Competitive Price Check

Searching for local database...

Welcome 10:30

Welcome linda

0 Task Completed
0 Task Synchronized
You have 2 Pending task

Show only pending stores

| Name | Due Date | St |
|---------------|--------------------|----|
| Market Basket | 7/7/07 12:00:00 PM | No |
| Walmart | 7/7/07 12:00:00 PM | No |

Proceed Menu

Notes 10:39

| Type | Subject |
|------|---------|
| T | Cofee |

Item: S&S COFFEE 11.5-13 OZ

Subject:

Picture Record Clear

Save Menu

Price Check(Mark 10:35

Dept: All Show

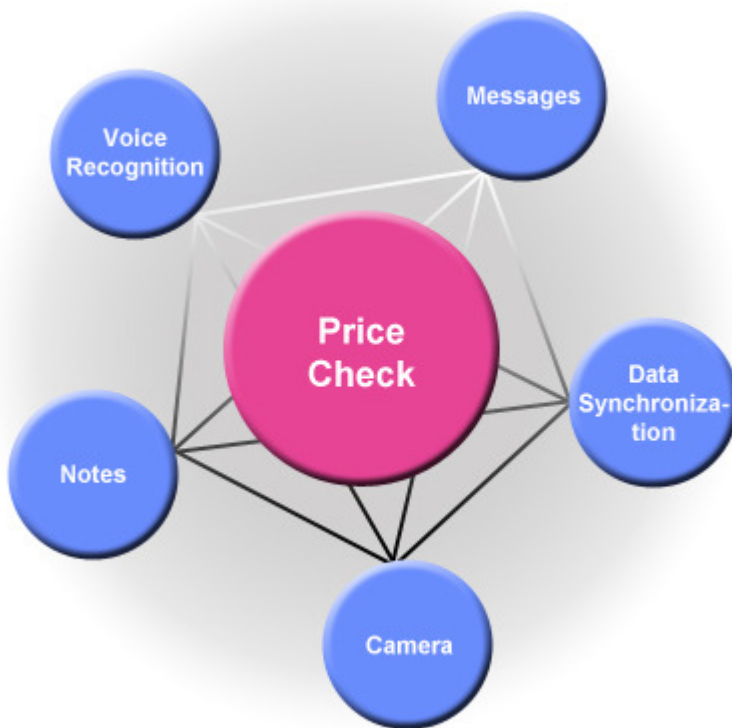
FOLGER'S COFFEE 34.5-39Z
UPC: 2550080273

Item Not Found Price Not Found

Reg. Price 4.99 Reg. for
Sale Price Sale for

| Description |
|----------------------------|
| FOLGER'S COFFEE 34.5-39Z |
| FOLGER'S COFFEE 11.5-13 OZ |
| S&S COFFEE 11.5-13 OZ |
| GATORADE 64 OZ |
| GATORADE 32 OZ |
| GATORADE 8PK 20Z 16OZ |

Done Menu



Goals

- To provide user friendly interface for mobile data capture for the field staff
- Reduce the time of information flow between the field staff and the central server
- Reduce paper work and Increase operational efficiency
- Providing end-to-end solution starting from data collection up to reporting

Challenges

- Application porting to various models of mobile devices
- Application and data security
- Interface to other external applications
- Data synchronization between the server and the device
- Voice integration
- Dynamic business requirements
- Iterative development and product releases

Mentor Minds – Agile methodologies

Pristine Infotech has been focusing on providing mobile solutions for the retail industry and also for corporate companies involved in field services such as utilities and housing inspection authorities.

Requirements from the customers of Pristine Infotech are very dynamic and they wanted the solutions to be more adaptable to the changing requirements and business rules.

Pristine Infotech has the domain expertise in these areas and were looking for software development partners with expertise in latest software development methodologies like Agile and Extreme Programming.

Mentor Minds has been practicing these methodologies for the product development and implementation and has the required expertise in these areas.

Pristine Infotech started the engagement with Mentor Minds on an experimental basis by entrusting with Mentor Minds for developing a prototype solution.

Pristine Infotech got convinced with the delivery of Mentor Minds and the partnership was extended and formalized for developing the complete products and solutions.

40% Reduction in Product Development Costs

Leveraging Mentor Minds resources allowed Pristine Infotech to reduce their overall product development costs by 40%

Iterative Product Development and Releases

With the continuous involvement of the client (Pristine Infotech) taking the role of business analysts and also the end users by showing the features of the solutions as and when made ready, Mentor Minds was able to achieve iterative development and there after the relevant releases for the product.

Optimization of Internal Resources

Utilizing Mentor Minds resources and expertise allowed Pristine's internal personnel to focus on their core areas of strength and interest.

Confidentiality

Security and confidentiality are extremely important to our clients and our business. Mentor Minds implements the following procedures for all our clients.

- Physical Access Control in the development center
- Firewalls / Proxy Servers
- Protection of IPR / Agreement with the customer
- Non-Disclosure Agreement with each member of the team

“We had the cost of our overall product development reduce by 40% “

**- Suresh Ganapathy
IT Director
Pristine Infotech**