



Industry: Retail & Wholesale Primary Project

Key Results: Single Customer View, Spend Analysis, Customer crossover between Enterprise & Licensee, and Lifetime Value

Country: USA

About the Company:

Krish Compusoft Services Inc. (KCS), a Google Cloud Premium partner located in the Bay Area has collaborated with a leading enterprise retail client to provide end-to-end tech solutions and services. The company deployed Google Cloud Platform and its major components like Big Query, Data Studio, Google Data Flow, Cloud Functions, etc. in three stages of solutions viz. Data Analytics consulting, development and managed IT solutions to help the patron in business development.

Challenges:

Ashley Furniture Industries Inc. is amongst the world's largest furniture manufacturer. With 1000 retail stores comprising 600 enterprise managed and 400 licensee managed stores alone in the US, Ashley Furniture Inc. is one of the largest furniture manufacturers in the world.

- Unassembled, unorganized and asymmetric data resulted in haphazard business operations.
- Data duplication from both enterprise and licensee stores.
- Lack of a single view of customer data.
- Low customer satisfaction and brand reputation.
- Manual data ingestion led to immense errors.

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Solution:

In the first state, we understood that we have to deal with big data which is important for the client for setting the new business strategy. KCS classified the solution roadmap into a 3 phased journey. The first phase was consulting and understanding the present business scenario which includes the technical processing of customer's data both at the corporate and licensee level.

- KCS used Google Cloud Dataproc for data processing at that initial stage to collaborate with different types of the system running at POS, data-frequency, data modeling and deduping logics.
- We architected a GCP platform to map customer's requirements from solutions and services perspective. In this way, we executed the entire study of business process and technical architecture to comprehend the solution.
- Using the Data Analytics tool of Google, KCS projected its working on deduplication of the data which was actually the way to identify similar records in any datasets.
- KCS was able to map the services of Big Query, data studio, planning and estimation of workloads.

We provided a wireframe to the customer which could be processed for the further phases.

Result:

- The customer got an overview of their present resources and the obligatory through the entire business and technical consulting by KCS.
- A Data-sharing agreement was constructed between the enterprise and the licensee. With this, the entire scope of platform for the customer 360° came into action.
- Team KCS created a web portal architecture using the GCP platform and analytics using the Data Studio which accelerated the project to the next phase.

About the customer:

Ashley Furniture Industries, Inc.

Ashley Furniture Industries, Inc. is an American home furnishings manufacturer and retailer, headquartered in Arcadia, Wisconsin. It manufactures and distributes home furniture products all across the world through its different stores, independently owned and located in US, Canada, Mexico, Japan, etc. Connect at: www.ashleyfurniture.com

About the partner:

Krish CompuSoft Services Inc.

KCS is an august tech consulting and services based company with experience of almost two decades in the industry. The company is renowned for its digital transformation solutions across various industry niches. Being a Google cloud premium partner it enables the clients with various data analytics tools which ultimately helps in their enterprise endeavors. Reach at: www.kcsitglobal.com



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