

Case Study: Enterprise Platforms/Manufacturing

Comprehensive Brand Management Solutions

Business Challenges

A major player in the product authentication and licensing industry faced challenges with its hologram ordering system. The time-consuming process of placing orders increased administrative overhead and led to delays in order fulfillment. Without dynamic payment options, customers had limited flexibility, potentially affecting conversion rates. The lack of integration with real-time shipping charges caused discrepancies and limited transparency, negatively impacting the customer experience. The company sought to streamline the hologram ordering process to address these issues, improve financial consistency, and enhance overall customer satisfaction.

What We Did

Primus successfully implemented the Hologram-On-Demand (HOD) application, ensuring alignment with business requirements and timely delivery of all project milestones. We developed and integrated a sequence number generator tool that fully automated the printing of labels and hangtags with the client's new printing press. Additionally, we created two new tools to automate manual processes:

- 1. Press Job Feed Tool:** This tool streamlined the upload, splitting, and export of Excel/CSV files into .txt files, significantly reducing manual file handling.
- 2. Sequence Number Generator:** This tool generated new sequence numbers based on customer input, eliminating manual processes and improving accuracy.

This end-to-end automation solution significantly enhanced operational efficiency and improved the overall customer experience.

Business Benefits

- **Enhanced Customer Service:** The solution streamlined ordering by providing bulk order options, dynamic payments, and automated notifications. Real-time integration of shipping costs and order updates improved transparency and boosted customer satisfaction.
- **Increased Efficiency:** The application facilitated handling multiple hologram orders simultaneously, reduced manual effort, and accelerated fulfillment. Integrated payment and shipping systems ensured precise and timely processing.
- **Cost Savings:** Automating manual tasks and reducing administrative overhead through advanced software solutions led to significant cost savings. Accurate billing calculations and optimized workflow minimized errors and financial discrepancies.

Technologies Used

.Net Core, C#, JQUERY and SQL Server

.NET using Behavior-Driven Development (BDD) Testing Framework

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About Primus

Primus is a trusted technology solutions leader dedicated to serving its partners for nearly 30 years with exceptional solutions that enhance business efficiency, increase productivity, and boost profitability. Our comprehensive suite of services includes Enterprise Data Solutions, Intelligent Automation Solutions, Cloud Engineering Solutions, Mobile Solutions, and Staffing Solutions, catering to various industry verticals such as Healthcare, Insurance, Telecommunications, Logistics, Food & Beverage, Media, Automotive, Real Estate, Manufacturing, Banking & Finance, and Energy.

About Primus Enterprise Platforms Practice

At Primus, our Enterprise Platforms practice is a core component of our primus services framework, delivering comprehensive solutions that integrate seamlessly across various business functions. We offer platform-driven services across our key service pillars, including Enterprise Data Warehouse Solutions, Cloud Engineering, Mobile Technologies, Intelligent Automation, and Staffing Solutions within our Enterprise Platforms practice area. Our expertise in deploying and integrating enterprise platforms enables organizations to streamline operations, enhance system performance, and achieve greater business agility. By offering end-to-end solutions tailored to each vertical, we empower enterprises to harness the full potential of their technology investments and drive sustainable growth in a dynamic digital landscape.

Certifications



AICPA
SOC 2 Type 2 report covering Security, Availability and Privacy



ISO 27001:2013, ISO 9001:2015



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