

DECEMBER 2020, CASE STUDY

IMPROVING POINT OF SALES FOR A LEADING AMERICAN GAME PUBLISHER



ARDEM INCORPORATED

THE CURRENT CHALLENGE

A leading American publisher of games in various genres including fantasy and science fiction was looking for assistance with Point of Sales (POS) data management. The client urgently needed a partner that could help them find a way to increase visibility into their sales patterns and trends for some of their best-selling products.

This was a way more important and challenging task than it seemed at first glance as the client needed actionable data analytics to help them make smarter decisions for increased sales.

The client had been in touch with several service providers including everyone from data entry operators to machine learning/automation companies, requesting assistance to devise an effective solution for their requirements but unfortunately, none of them was able to grasp a clear understanding of their immediate and ultimate goals.

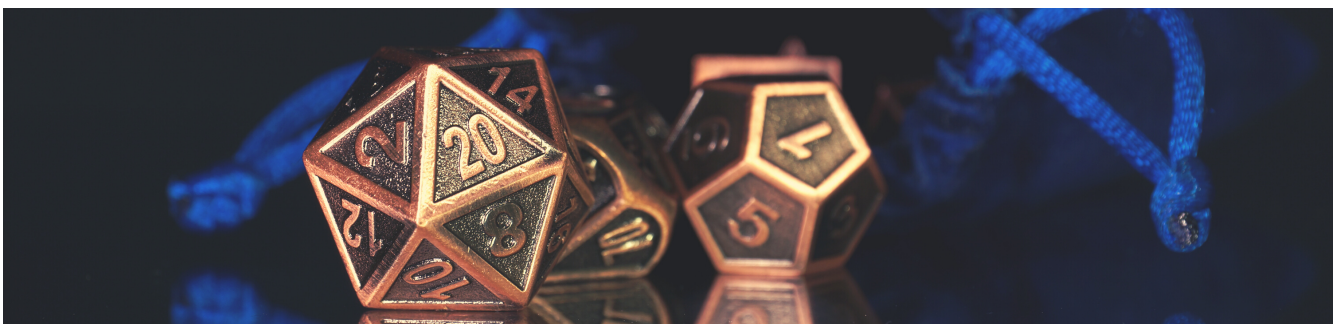
KEY BENEFITS

- Customized POS Solution Engineered
- Reliable Training Process
- Team and Quality Management
- Increased Visibility

This is where ARDEM emerged the shining victor– our team took the time to understand this American game publisher and went back several times to ascertain and define what the client was looking for and engineered a customized solution accordingly.

On the surface, our task was to receive huge volumes of sales or transaction data from different locations, sort, organize and then finally, process this data to create defined data streams for crucial business insights.

Therefore, it was vital for our solution to provide value in terms of automated accuracy, accelerated processing and 100% transparency that allowed our client to work smarter.





PROJECT DESCRIPTION

Current Process Flow and Training Requirements

While the client had steady sales across multiple locations, what they actually needed was a way to de-tangle and streamline the high volume of incoming point of sales data to gain increased visibility into their sales trends.

Apart from the more obvious tasks like high-volume transaction processing and ensuring data security, the goal was to yield actionable business insights on time.

The process would start with the receipt of POS data from over 200 stores worldwide. Once the data was received, the next challenge was to clean and normalize all sales data which had to be sent further for downstream analysis.

Each one of the client's stores had to forward their sales data to ARDEM, with every store averaging 100+ line items of sales data. While things may have seemed a bit daunting at first, we had a few tricks up our sleeve to build and execute a successful solution.

The primary goals set for us were accurate data entry, strong and effective management, along with timely delivery and enhanced visibility.

Extracting Specific Fields of Data

The data we would provide to the client had to be accurate as it would be carefully studied, tracked and analyzed to direct future sales strategies. We had to map out, process and deliver the incoming sales data accordingly.

- Product Name
- Product Code
- Store Number
- Quantity Sold
- Product Description

Keeping all these factors in mind, ARDEM proposed a customized solution that increased the client's POS Sales data visibility to be used for downstream analysis and marketing.

ENGINEERING THE SOLUTION

However, before we could proceed to the actual processing, there were quite a few tasks which had to be carried out beforehand to ensure smoother daily functioning.

- First, a master sheet needed to be created for reference with a listing all of their products along with the description, product name, product code of every item in their inventory and any other details which were required to normalize the data from all stores.
- Once this process is developed and stabilized, the goal is to expand and extend this process to all stores, easily doubling the number of stores that send us POS data. Once this unorganized, raw data has been transformed into clean output, this allows the client to easily ingest it into their business intelligence system and run an analysis of all data.



This required both ARDEM and the game publisher to collaborate and really define the master sheet and process. While formulating the program, we also devised procedures to manage any exceptions such as products that are not listed in the master sheet, products that are incorrectly labeled, etc.

- In case of any products that are not on the master sheet, the exception will be flagged for an analyst to review. This product will then be reviewed to determine if there was an error, if the product is new, or if there is other sales data that was sent over erroneously by the store.
- Any new products that are not already in the master sheet are sent to the client on a monthly basis for review and updated with additional information to process.
- Live dashboards on our cloud-based platform will show what store data has been received, is currently in processing, and what has been normalized and delivered.
 - Additionally, stores are sent an automated notification reminder to send in their monthly data.

BENEFITS OF WORKING WITH ARDEM

ARDEM engineered a solution that provides both a combination of advanced robotic process automation and effort-based processing in order to accurately receive, normalize, and process POS data. ARDEM's intelligent engineers developed a program which utilizes the data from the master sheet to create a database and automate the normalization of POS data received from each store.



**INCREASED
VISIBILITY &
HIGH ACCURACY**

"To the team actually doing the work...continued outstanding work! (Our Business Intelligence team) did an analysis on the accuracy rate and found this to be true... Accurate 99.97%."

-SENIOR MANAGER, RETAIL DEVELOPMENT

157,000+

LINE ITEMS
PROCESSED

200+

STORES
WORLDWIDE

X2

GROWTH EXPECTED
IN 2021

ABOUT ARDEM INCORPORATED

ARDEM Incorporated delivers success for companies looking to efficiently streamline their processes and improve ROI. We implement the world's most sophisticated Technology platform combining human interaction with advance technologies to automate business processes and lower operational costs.



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