



## Case Study

- ❖ **A connected marketing firm seeks to build out an enterprise web and mobile platform to connect businesses with targeted customers in an 'omni-channel' environment.**

Client: A connected marketing firm

Industry: Retail

Talented Solutions: -Staff Augmentation  
-Custom Solution Development

**The Opportunity:** The client selected People Driven Solutions to build out their entire enterprise web and mobile platform for a disruptive offering that allowed interaction in an 'omni-channel' (physical meets virtual) environment.

**The Response:** Utilizing its deep, national network of resources and partners, as well as its internal project management capabilities, PDSI created a team of over ten resources including User Experience, User Interface Design, .Net development, iOS development, QA, data scientist and subject matter expert resources. The mobile platform included a payment gateway, UPC/QR scanning functionality, social network sharing and preference management. The web application included a payment gateway, order management, business assessment, a recommendation algorithm, a data warehouse and web services to communicate with the mobile application.

**The Result:** People Driven Solutions delivered a first-of-its-kind, mobile/web application platform for the retail vertical addressed and continues to work with the organization on strategic and operation technology needs.