



**Industry:** Advertisement

**Deliverables:** • Web Portal for Internal Users

**Technology:** PHP, JavaScript, JQuery, Ajax, MYSQL

**Country:** India

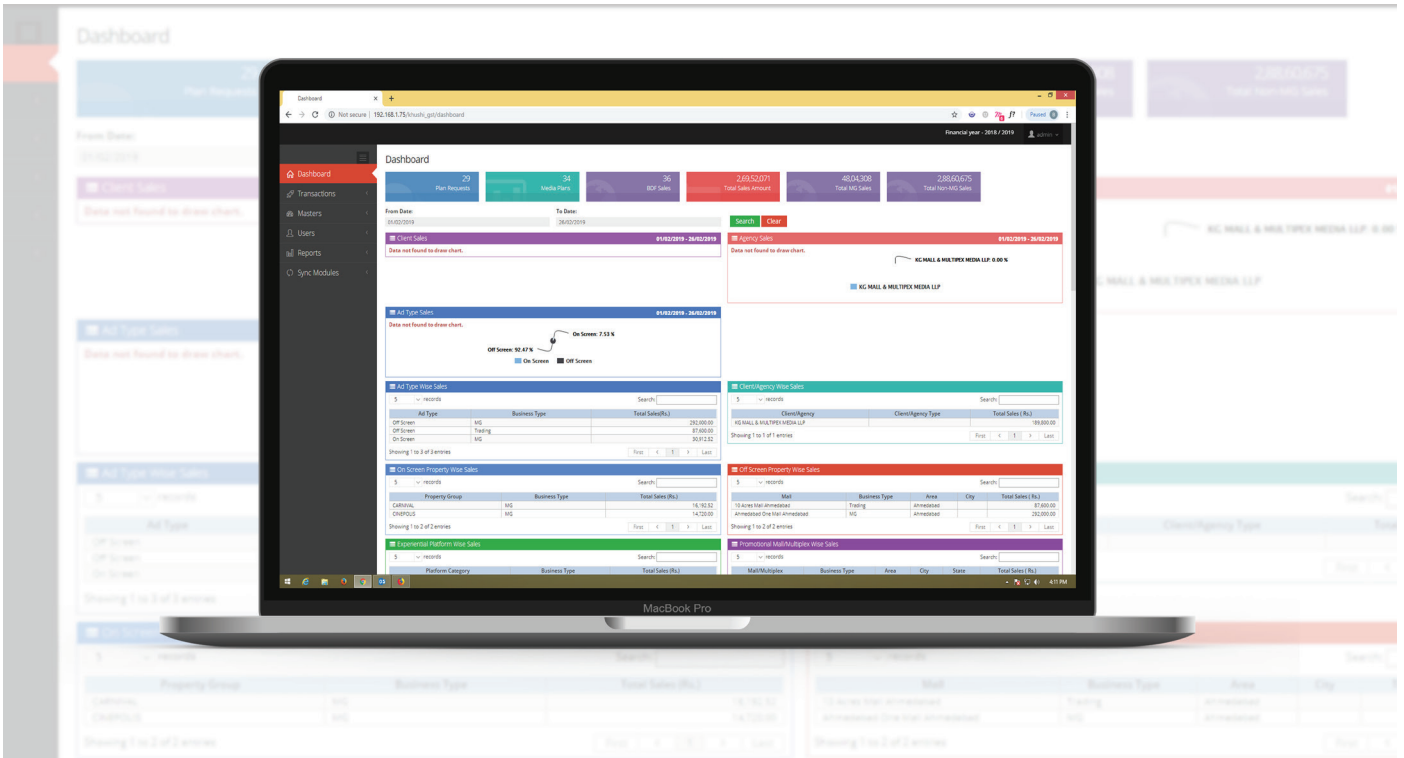
## Project Goal:

The main aim of the project was to develop a fully integrated web portal to manage all the internal operations from purchase to transactions to invoices and analytical reports under one single platform. Our professionals aimed at providing a stellar GST system to the client to better manage their taxes. Our team also focused on rendering an automated solution to enhance their internal structure and accelerate delayed processes.

## Challenges:

- Lack of a centralized system to manage each and every process of the client.
- The conventional system didn't cover the client's entire workflow ranging from sales log to account entry.
- Absence of data analytics and lack of proper reports gave poor insights.
- Lack of a GST system.
- Traditional system didn't allow live data sharing or updates which delayed various processes.

“One of our leading advertising clients were looking to replace their legacy system with an automated solution and digitally transform their operations. We provided them with a one-stop solution that could integrate all the tasks, transactions, operations and processes with live data sharing under one platform. The solution offered was also GST compliant as well as helped get analytical reports to make valuable business decisions and achieve growth faster.”



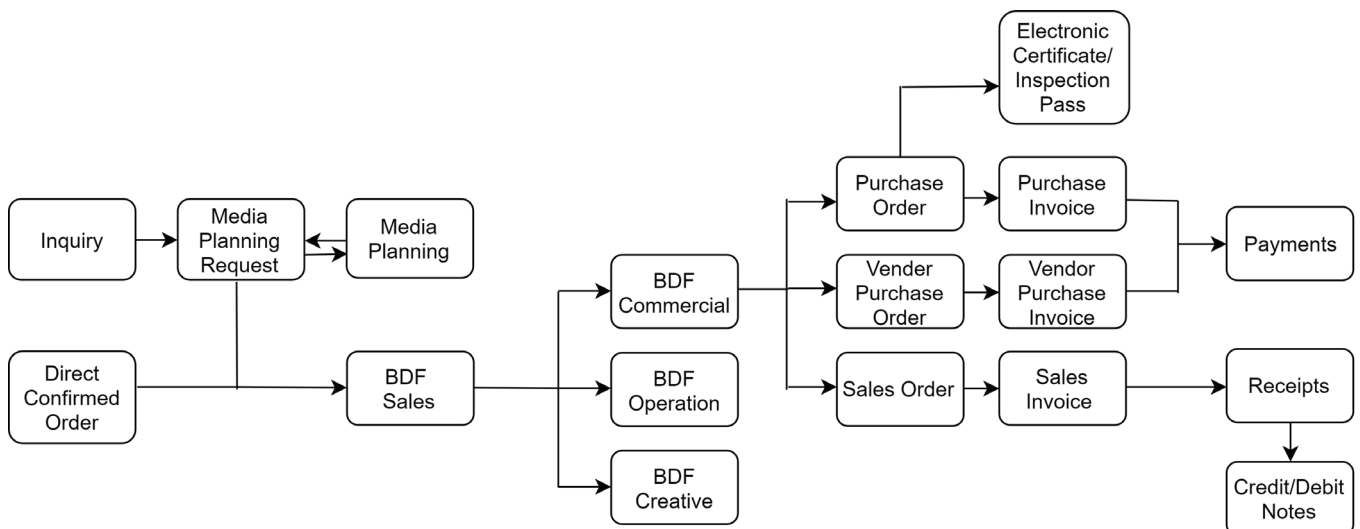
## Features

- Dynamic Dashboard
- Media Planning Management
- Rate Card Management
- Purchase / Vendor Purchase Management
- Sales Management
- Operation Management
- Account Management
- User Management
- Graphical Reports
- Pie Charts

## Solution

The client is an advertising company with its On Screen, Off Screen, Promotional as well as Experiential presence. They have been in this business for around 15 years and have received an overwhelming response from his audience. The client was already using software that encompasses all his commercial and account department whereas he was in need of integrating all the departments under one single platform. Thus, the client approached KCS to simplify their internal process in a quick and authorized manner.

We provided an all-in-one workflow application where the client could encompass the whole business departments and stakeholders under one platform. Our stellar web app helped the client to carry various transactions ranging from Media Planning Request to BDF Operations to Sales Invoice and Debit/ Credit Notes. The following workflow depicts our solution for carrying out distinct transactions in detail:



Along with this, we helped the client to manage their On Screen, Off Screen, Promotional and Experiential operations efficiently. The client could get general information regarding their performance in different states, cities, areas, branches, departments, designations, brands etc.

**We rendered excellent data analytics to the client to drive insights and better business decisions. We also rendered a GST system to the client. Our Web app allowed the client to share live data and updates to accelerate various business processes.**

**Reports:** We provided more than 25 types of reports to the client including User/Log Reports, MIS Reports, GST Reports, Account Ledger Report, GSTR 1 Report, Branding Availability Report, GSTR 3B Report, Property Wise Sales Register Report, etc.

### Result:

KCS is a worldwide IT Consulting and Technology Services company with a forte in providing high-quality solutions to the customers on an international level. With great dedication, KCS is serving for more than a decade to deliver technological solutions in Entertainment, Healthcare, Banking and Financial Services, Logistics, Hospitality, Procurement, Manufacturing, Retail, Brand Communication and Brand Engagement to various enterprises across the globe.

Team KCS handles every project with great determination and enthusiasm. It strives hard to provide innovative and technological solutions to the clients. Team KCS worked with the client deliberately and delivered a user-friendly web portal so they could carry their operations rapidly and effortlessly.



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