



TRANSFORMING CRM SYSTEM INTEGRATION

with Innovative Software Solution

HIGHLIGHTS

01

Comprehensive software development

Luvina provides end-to-end services covering design (including basic design), development, data migration, and documentation.

02

Deep industry understanding

Understanding the electronic product retail business and deeply understanding CRM solutions, we can do basic design and analyze business operations for customers ourselves with the participation of Japanese SE.

03

Handling Big Data

The integration of data from three separate companies involves the processing of vast information that must be processed.

04

Project scale

This project's design phase required a team of six individuals. With a scale of up to 150 man-months, the project spanned 18 months and is still under maintenance, as of 2023.

ABOUT CLIENT

Our client's challenge was to source the import and acquisition of three electronics and consumer goods retailers.

Integrating multiple forms of data sources is imperative to streamline operations and deliver the best customer experience.

OVERVIEW

Luvina was entrusted with the task of integrating diverse data from three retail companies into a unified CRM system, optimizing operational efficiency.

- **Country:** Japan
- **Service:** Software development
- **Solution:** Big Data solution
- **Industry:** Retail
- **Technology:** J2EE, Oracle
- **Duration:** 18 months
- **Scale:** 150 man-months

CASE STUDY

CHALLENGES

Big Data Handling:

Analyzing data from three distinct companies involved processing a substantial volume of data, often causing system sluggishness. The dynamic nature of the retail industry demanded swift data processing for optimal customer interactions.

SOLUTIONS

Performance Tuning Technique

In response to program slowness attributed to extensive data processing, systematic performance-tuning techniques were applied. Through the optimization of query performance, database indexing, and system resource allocation, system speed and responsiveness were greatly enhanced, leading to an improved user experience.

In-depth Understanding Expertise

Receiving the formula specifically required by the retail industry, we embrace a comprehensive approach. In addition, experts at Luvina also understand retail operations and CRM solutions. Therefore, we transformed them into a comprehensive service strategy and executed all phases including Analysis, Design (including Basic Design), Development, Testing & Integration Integration, Deployment, and Maintenance.

ACHIEVEMENTS

01

The completed integration of the CRM system allows the import and acquisition of the three retailers to operate as one practical system, sharing and using data effectively, thereby enhance customer engagement and satisfaction.

02

Improved Performance: Our performance-tuning strategies have resulted in a remarkable boost in system speed and responsiveness. This guarantees timely data processing and prompt user interactions.

03

Long-Term Success: The project that has been running since 2016 has demonstrated stability, sustainability, and adaptability to ever-changing business needs.