

Problem statements:

Problem statement

Brick to click – multi market place scenario:

- Ability to post product content to various market places
- Ability to post product content for multiple channels.
- Ability to integrate order flow and inventory status flow with multiple market places.

Context: Today a retailer is faced with opportunity to reach consumer with multiple channels options. Own channels of web, social, mobile or join consortium channels, market place channels and delivery channels etc. Faced with these numerous channels, a retail may not be equipped with ability to post content or integrate the order to inventory status for all channels.

This product will be common portal that will share the retailer data and inventory status to all such channels.

Requires cloud and product integration solution for content and transactions.

Problem statement

Cloud operations - Cloud cost / budgeting :

- Ability to provide the expense status for cloud consumption across multiple clouds
- Ability to suggest consumption status against budget
- Alert on sudden jump of consumption patterns
- Ability offer optimization options/actions to limit expense to budget value.

Context:

User struggle to find the consumption on cloud esp if user uses multiple clouds and on-premise situations.

Problem statement

Holiday planner / holiday activity planner

- Ability plan daily activity of an holiday
- Ability provide promotional offers and keep user posted of such events.
- Ability aggregate and get discounts for some of the attractions and activities

Context:

Traveler books holidays but don't get to see what all things they can do when on holiday. This will be a comprehensive holiday planner based on the itinerary the traveler shares.

Traveler has ability to see all possible activities in a given destination and also avail of possible discounts due to aggregation done.

Providers can also plan demand better given the traveler books and plans in advance.

Problem statement

Smart learning

- Ability to provide the user with options to place learning options
- Ability to provide users to personalize the learning plans from multiple providers

- Ability to get various content types based on devices used and offer them the experience (podcast while driving, video lessons during leisure) on the same topic from multiple learning content providers.

Problem statement

Queue Management

- A smart, safe, secure mobile app process to burst the queue in a large super market

Problem statement

Popularity measurement of an App

- How do we know that Mobile app is part of user's precious home screen and find out the popularity of the app based on this?

Problem statement

- what are the typical requirements/ features today's retail consumer needs to have to help improve their buying experience (including priorities and rankings of the requirements categorised in the areas of specialty retail)

Problem statement

- How to increase the effectiveness of Marketing campaigns, in terms of what are the options to be used (medium), what frequency, content for which type of customer profile and how should the effectiveness be measured

Problem statement

Use of technology to increase the effectiveness of Marketing campaigns, in terms of what are the options to be used (What medium), what frequency, content for which type of customer profile and how should the effectiveness be measured for a Retail or Travel Customer

Problem statement

A personalized intelligent platform that gives options based on the consumer search pattern. Apply machine-learning techniques to make sense of the largely unanalyzed collection of tour operator websites or one tour operator and to ultimately create a rich tour-browsing experience for users