



Silwana Infotech
Investing into Innovation

CASE STUDY

Taking App Development to the Next Level: Robust iPad App for Starbucks Sales & Marketing System



Country

UAE

Domain

IT Services

CHALLENGE

- The Kuwait-based AlShaya Group is the biggest franchise of Starbucks, operating over 600 stores in the UAE. It was getting difficult to micromanage all the stores with so many locations. Their old system lacked automation, and there was poor communication between the POS system and the backend structure. They needed multiple levels of support for their marketing needs. They were looking for a user-friendly platform for the company sales team to help team members work as a cohesive group while enabling easy sales processing and information sharing. Silwana Infotech was brought in to develop an application to empower the sales and marketing system.

SOLUTION

- To overcome the challenges, our expert team of Silwana Infotech worked out a solution to ensure the marketing team had all the material they needed exactly when they needed them. We designed an iPad application that included essential marketing materials like presentations, brochures, flyers, pricing sheets, promotional videos, etc. The salespeople could simply launch the app on an iPad. Then they could present any relevant information to prospective customers on the go.
 - Our iPad application with Backend Admin allows the administrator to add a salesperson, create animated slides within the app, and assign it to multiple salespeople for various marketing presentations. The salespeople can use the app to design customized presentations to present to various clients, send them as PDF presentations, and store them under specific client names and industry types for future use.
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OUTCOMES

- The Starbucks' iPad application has empowered the sales team at AlShaya with every resource they need right at their fingertips. Plus, the implementation of the app has made it possible to collect real-time data, analytics, statistics, and important metrics that can offer valuable insights into the sales process. The app helped them reach their full potential and boost daily productivity. All of this has dramatically increased sales across the Starbucks stores and locations.
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A Snapshot of Results

- Easy Sales Processing and Information Sharing
- Easy Access to Data and Marketing Material
- Sales Team Working as a Cohesive Unit
- Consistency Across All Outlets
- Improved Customer Relationship Management (CRM)
- Increased Productivity and Profits

Give Your Business a Competitive Edge with Silwana's
Leading App Development Solutions.

Talk to us to discuss how!

Call us: +971 4554 2988

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About Silwana Infotech

Silwana Infotech is a market-leading name in global IT services. With headquarters in Dubai, UAE, development centre in India, and presence across 7+ locations, we are spearheaded by a leadership team comprising industry expert, business-technical analysts, and subject matter experts with far reaching experience of more than 2 decades.

Our comprehensive IT services range from software development, product engineering, infrastructure services, and solutions based on emerging technologies like AI, BI, IoT, Blockchain, AR-VR etc. to digital marketing, content creation and resource augmentation. Our technology products include ERP, HRMS, CRMS, and various industry-specific solutions.

As a complete IT partner for enterprises and businesses, we harness advanced technologies to conceptualize, develop, and implement innovative products and solutions that make lives easier. We are proud to be your partner in success!



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