CASE STUDY

COMPANY

CHALLENGES

YRC SOLUTION

IMPACT

NITOR INFOTECH PVT. LTD.

Having 13+ stores in Pune, India

Category : IT Industry

Presence : Across India

YRC Scope of Work : Retail Domain COnsulting

CASE STUDY

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CHALLENGES

YRC SOLUTION

IMPACT

- Nitor Team was working on Retail Analytics products wherein data of companies across the world (Especially USA & Europe) were shared in databank. They faced 02 major chanllenges:
  - Understanding EYC insight solution and product portfolio in detail
  - Document current understanding of the product lines – Create knowledge base (business insights)at micro level, for the team working on the products
  - Connect the product lines and create the overall view for the symphony EYC retail ecosystem
  - Gap analysis for the product lines
  - Comparative analysis for the competitor product lines
  - New Product Development, which shall add value to the end users of these products

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YRC SOLUTION

IMPACT

- YRC Team analyzed & decoded the existing products, to give Nitor Team, the retail business insights on how the product was helpful for the end users.

- YRC successfully suggested new product development (NPD) from the existing data source, which could add value to the business of the end user.

- YRC Team designed customized training module as per the TNA on "Retail Business Domain Training" and "Product Training"

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- "Retail Business Domain Training" and "Product Training" helped Nitor to increase productivity, creativity & understanding of the team working on the project.

- Nitor Team was able to add value to the product that they were working on.

- **Turn Around Time : 05 Months**