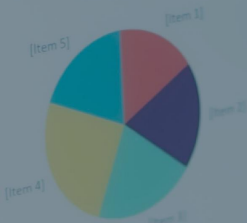


Online Sales Tracker

Product Profit Per Item

% Income Per Product



Item	Cost Per Item	Percent Markup	Total Sold	Total Revenue	Shipping Charge/Item	Cost/Item
[Item 1]	\$10.00	100.00%	15	\$300.00	\$10.00	\$10.00
[Item 2]	\$11.50	75.00%	18	\$362.25	\$10.00	\$10.00
[Item 3]	\$13.00	65.00%	20	\$429.00	\$5.00	\$5.00
[Item 4]	\$5.00	90.00%	50	\$319.20	\$5.00	\$5.00
[Item 5]	\$4.00	90.00%	42	\$1,885.45		
Total						

FULL-SCALE PRODUCT DEVELOPMENT FOR AN ENTERPRISE-GRADE ACCOUNTING SOFTWARE COMPANY

CASE STUDY

A PRODUCT DEVELOPMENT CASE STUDY



Our client is a product company helping mid-market companies achieve their goals with bulletproof accounting, curated business intelligence, and on-the-fly forecasting to enable enterprise grade analyses.

PROBLEM STATEMENT

The good old accounting software applications lacked the sophistication, and operational data attributes to build meaningful, prospective analyses.

The client envisioned breaking the accounting status quo by providing an intuitive UI that also enables data-driven decisions across the organization with the first concierge accounting, analytics, forecasting, and reporting suite for the mid-market.

Our client wanted to innovate the accounting business model and was looking out for a software development partner for end-to-end product development services.

BUSINESS GOALS



Build an enterprise-grade accounting web application



Provide a rich and intuitive user interface



Ingest client financial data into the solution



Interpret datasets for accounting, finance, and operational purposes



Provides curated management dashboards with historical performance

SOLUTION



Our team of highly experienced software developers helped build an enterprise-grade accounting solution enabling data-driven decisions for real-time financial forecasting of business.

Using our customer data as input, our team of highly skilled developers designed the application to showcase interactive, visual graphs and charts for rich UI/UX.

The product analyses this data to make strategic decision-making, financial planning and analysis, financial reporting, tax compliance, and highlighting key performance issues and indicators.

HOW ZUCI SYSTEMS HELPED



Requirements gathering & highlighting actionable insights



Ingestion of transactional data into the proprietary “data ingestion engine”



Built interactive, visual graphs & charts across all time periods (sales, opex, margins, etc.) for easy understanding



Real-time access to vital information & customizable dashboards for different stakeholders



Detailed analysis of performance based on accurate historical data



Ongoing support to the customer with workshops and Q&A sessions

BUSINESS OUTCOME

Rich user interface & customer experience

30%

revenue growth

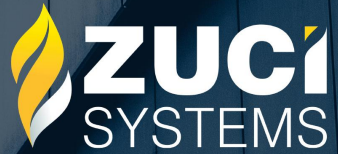
40%

increase in customer acquisition

ROI realized in **6 months**

TECH STACK





TRANSFORM AND INNOVATE WITH THE BEST SOLUTION FOR
THE NEW BANKING ENVIRONMENT.

Book a consultation →



Chennai, TamilNadu
Chicago, Illinois
Brussels, Belgium



US: +1 (331) 903-5007
Belgium: +32 477411912
India: +91 (44) 49525020



sales@zucisystems.com