



## Case Study: Infineon Sales Forecasting Tool

Web enabling a critical sales forecasting tool

Javed M. Ahmad  
jahmad@aprosoft.com



## Agenda

- Brief Introduction to Aprosoft and Infineon
- Project Background and Objectives
- Why Aprosoft was selected
- The Technical Solution
- Customer Relations
- Key Outcomes



## Introduction to Aprosoft

- Aprosoft is a *Business Technology* services company providing application development services in a variety of technologies and business domains.
- We deliver customized software solution in web and mobile technologies, business intelligence, cloud computing, and database warehousing
- Founded in 1999 and headquartered in Boston - Primary offshore development center in Dhaka, Bangladesh since 2006.
- Extensive outsourcing experience with multi-year development engagements for global corporate clients and SMEs in North America and now in EU.
- Aprosoft uses its *RightSourcing* method of delivering software development projects
- Strong executive management expertise with US based education and career
- Excellent track record for:
  - On-time delivery
  - High quality service
  - Exceptionally high employee retention rates (< 5% annual turnover)

## About Infineon Technologies, AG

- A global leader in *semiconductor industry* and top ranked *systems solutions provider* for automotive, industrial automation, wireless, etc
- Headquartered in Neubiberg, Germany
- No. 1 chip supplier to North American, European and Asian automotive manufacturers
- Infineon North America has a strong marketing/Sales presence in USA.

## Project Background and Objectives

- Infineon NA had a legacy Microsoft Access based sales forecasting tool – developed internally
- Needed to be upgrade the tool to the latest web-based technology
- Resolve data accuracy issues, scalability, performance, and ease of use.
- Allow cross referencing of data with SAP system
- Create business analytics capability for executive management
- Meet strict timelines for completing the project
- Work directly with Infineon’s business analyst with minimal support from Infineon IT
- Tight budgetary constraints
- Convert the legacy data to the new system without data loss

## Why Aprosoft Was Selected

- Aprosoft has long-term multi-year engagement experience with global corporate clients
  - John Hancock , Manulife, Fidelity Investments, etc.
- Robust project management methodologies and implementation track record
  - Aprosoft *RightSourcing*
  - Modified agile project management technique
- US based company and management with strong US experience and understanding of Western culture and corporate environment
- High quality, on-time delivery at globally competitive rates
- Strength in developing Microsoft web based solutions

## The Solution Developed by Aprosoft

- New solution was built using Microsoft .NET technology:
  - ASP.NET 3.5 with C#
  - SQLServer 2008 with Stored Procedures
  - Ajax UI Programming
  - SQLServer Reporting Services and XML
- The database was re-architected and optimized. Addition of stored procedures.
- Strong login security and role based access built into the system
- UI re-designed for increased efficiencies of data entry while minimizing training needs of users
- Business logic documentation and technical documentation was developed by Aprosoft



## Customer Relations

- Aprosoft directly worked with Infineon's Subject Matter Expert who did not have experience in working with IT projects
- Aprosoft RightSourcing methodology:
  - Aprosoft onshore business analyst was deployed
  - Technical team also had direct contact with Infineon's SME
  - Modified Agile development methodology was used
- Twice-weekly conference calls between Infineon and Aprosoft-USA and Dhaka offices.
- Weekly demo of design and intermediate stage deliverables
- Weekly reporting of project status and risk analysis

## Key Outcomes

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- Project delivered on time and within specified budget
- High quality web based system delivered with improved capability over legacy application
- Increased performance over legacy version
- Improved data accuracy/reliability
- More intuitive UI design
- New features added
- New business analytics functionality added
- Project related documentation delivered



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Javed M. Ahmad  
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