



## Case Study

Project Name: Megastream Application



Client Name: Sanjay Shukla

Development platform: Android and iOS

Team Lead: Pankaj Tahiliani

Developed by: Arvind Soni, Chetan Patil , Monoj Singh Rajpurohit

Case Study prepared by: Akshit Bhandari

## MegaStream

App Store Link: <https://itunes.apple.com/us/app/megastream/id962288099?mt=8>

Google Play store Link: <https://play.google.com/store/apps/details?id=com.megastream>

### The Client

The Client is Sanjay Shukla from US, who was inspired and motivated with an idea for an app that gives businesses an edge over competitors all over the world with top notch B2B marketing. The app sensed opportunity that would enable small, local distributor or dealer to get benefit from easily endowing with marketing content. In line with his vision, he embarked on the strategy to build report and analytics solution for marketing segment and chose Dotsquares to build flagship product of this new service.

The app is delivering significant returns, companies, distributor and dealers increasing sales up to 5 %.

### The Business Insight:

The sales team plays a pivot role in the success of business, and need of useful content should be at the core of marketing. Modern strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and ultimately, to drive profitable actions.

Navigate to the Link, to understand the idea of implementing Megastream app:

<https://www.knowledgetree.com/blog/2014/07/3-problems-sales-team-facing-regarding-sales-collateral/>

Megastream provides the platform for enterprises and creating portfolio for potential prospects. Access to right information at the right time is essential for delivering a high quality of business experience. Thus through megastream system, companies can deliver domain data and marketing content to sales reps, distributors and dealers at online and offline mode. The system helps sharing & managing marketing content efficiently and reliably such as products & Services, distributes videos, hi-resolution images, PDFs and other content without worrying about size limitations to prospects.

**Distribution management system and Sales Reps:** the system manages all companies' distributors through a single dashboard. It helps motivating, engaging and interacting with each and every distributor as well as their entire sales team and shows in-depth reports for effective distributors' engagement.

**Sales training:** the system provides the latest training material to the sales team, distributors and their sales reps.

**Territory management:** The system creates sales structure to fit enterprises needs, the sales manager and reps can see the engagement activity within their territory.

UK Office: Unit 2 Albourne Court, Henfield Road, Albourne, West Sussex, BN6 9FF, UK

USA Office: 6701 Democracy Blvd, Suite # 300, Bethesda, MD 20817, USA

Australia Office: Dotsquares 56, May Avenue, Altona Meadows, VIC 3028, Australia

India Office: Dotsquares Ltd.: 6-kha-9, Jawahar Nagar, Jaipur. Rajasthan, India - 302004

**Email Marketing:** The Megastream system's powerful analytics tracks engagement and prospect activities with sales team, distributors and sales reps through mobile friendly emails.

The system runs campaign emails to create leads for companies and their distributors by using easy drag and drop email composer.

## Current Implementation:

### Mobile Forms to capture data:

In the version-3 of MEGAstream app, the objective of mobile forms is to capture valuable data from sales team and distributors with custom forms in online and in offline mode as well. The forms are based on powerful drag and drop builder.

The scope was broad, to obtain orders, samples, and lead capture at trade shows. The system was pioneered to build powerful features such as signature capture.

### High-end Reports & Analytics

Prospecting in the version 3, enabling and rapid access to powerful reports to monitor and evaluate the performance of marketing material through the sales channel. With new version of megastream supporting the **interaction reports**, companies to get an in-depth view of distributors and sales teams' engagement in the field. Moreover, **activity reports** shows activity of distributors and their sales reps, as well as own sales teams. **Comparative analytics**, to spot modern trends in product and market segments.

## Key Features

- Secure Sharing
- CRM Lite
- Search & Filter
- Universal Access
- Distributor Management
- Reports
- Multi Language

## Dotsquares Solution

Dotsquares was responsible for designing and developing MEGAstreaming systems, with spearheading the application integration. The app is presently working on version 3 for Android and iOS with formerly released of versions 2 and 1.

UK Office: Unit 2 Albourne Court, Henfield Road, Albourne, West Sussex, BN6 9FF, UK

USA Office: 6701 Democracy Blvd, Suite # 300, Bethesda, MD 20817, USA

Australia Office: Dotsquares 56, May Avenue, Altona Meadows, VIC 3028, Australia

India Office: Dotsquares Ltd.: 6-kha-9, Jawahar Nagar, Jaipur. Rajasthan, India - 302004

The MEGAstream app was started to rollout in 2015, implementing large amount of data (probably in GBs) synchronization in online and offline modes simultaneously was the biggest challenged. As a result, lead time to synchronize data is cut from hours to minutes.

For example, loading time for images, PDF, Videos etc are initially connected to server and ping server again and again for downloading the content and takes lot of time, so now it has reduced server response time and less interactions will the server.

Moreover working with HTML forms and saving the data in absence of internet and synchronies on the availability of Internet. It impact fundamental and entrenched working practices of Dotsquares. Our experts spent time with the end users to understand the requirement and ensure it designed a solution to that was fit for purpose and client needs.

“We were focused on delivering “Out of box” and Dotsquares stood alone in offering the all the elements of app successfully.

### Technical features of the solution include:

- **Development Technology:** Objective C, Java
- **Database:** Core data, sqlite
- **Web Services:**PHP5.5
- **Web Server:** Linux and Apache



# Dotsquares