Development of Global Sales Management Web Platform

Dedicated team for building and maintaining a responsive distributor management platform operating in over 57 countries

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Client
Multi level marketing health and wellness company

Industry
Health and Wellness

Country
United States

Solution
Custom Application Development

Methodology
SCRUM (Agile)

Core Technologies
AngularJS / JavaScript

PHP

golang

MySQL

SQL Server

Redis

RESTful Services

- 15 person distributed SCRUM cell working remotely from three PSL locations
- Deep communication and collaboration with client due to heavy integration with other systems
- Focus on user experience and responsive design for ease of use on mobile devices

Context

The client is a rapidly expanding Health and Wellness company. It distributes nutritional products through a multi-level marketing model that is supported by hundreds of thousands of direct sales representatives in over 57 countries, coordinated by country-specific central distributors.

The Customer sought a software vendor capable of creating and maintaining a web and mobile based platform for providing country distributors with the tools that they need to manage large contingents of direct sales representatives. The tool is robust and contains critical modules such as e-billing, ordering, and the administration of a highly successful "point rewards" program.

In choosing an IT partner, the client had very specific needs in mind, including:

- A nearshore IT partner that would be able to interact, on a daily basis and with a full time-zone overlap, in a highly dynamic ideation process.

- A partner with a strong technical team that could handle modern platforms in both web and mobile environments.

- A partner that could truly provide a fast-growing mid-sized company with the attention it needs.

To deliver the project, PSL proposes a SCRUM team (SCRUM cell) with strong UX/UI expertise and strong knowledge of HTML5 / CSS 3 + JavaScript.

Challenges

One of the main challenges implicit in the project is that it must interact with various proprietary and SaaS systems the client already operates, such as billing, motivation, sales, etc. Thus, the development of the platform needs to be managed and coordinated with other internal teams that work on such systems simultaneously. A deep level of communication and coordination must be maintained in order for the development not to be delayed due to bottlenecks or dependency problems with other systems.

One of the main needs of the Customer was that the platform needed to be extremely user friendly both in web and mobile environments. Thus, a strong focus on responsive web design and user experience was a priority from the start of the project.

Functionality overview

The platform is composed of modules, some more urgent than others. The module chosen to be the first to deploy was the "Insight Module", which focuses on interactively providing reports and other key information to distributors regarding their ranking (gamification), teams and sales.

Some of the features implemented for this module are:

Activity log that details any important activity from the distributor´s team such as new affiliates, ranking promotion and achievements.

Visualization system that allows the user to see their sales associates, their relationships and deep dive into their individual information.

Google Maps integration that displays the user's sales network geographically and allows access to their individual information.

Ranking visualization and comparison Displays all the motivational game mechanics built into the system and allows the distributor to visualize their current rank, next rank and personal and team sales volume needed to reach the next rank in a friendly and easy way.

Accomplishment percentage for pay gates, sales, rank bonus and bonus car.

We are currently structuring a new SCRUM cell to develop the mobile app. Appcelerator will be used to develop a hybrid iOS and Android App.

> *"The selection of a nearshore partner is a very important decision and as such, we are looking at many different aspects of your company including: culture fit, time zone, skills and capabilities, management and multiple factors surrounding the location of operations."*
>
> **- Client´s Chief Digital Officer**

Remote team composition and collaboration mechanisms

The team has grown according to the client´s needs. Now there are two balanced SCRUM cells, consisting of 16 members, including:

- 1 SCRUM Master,
- 1 architect,
- 2 UX experts,
- 2 QA engineers,
- 2 Business Analysts
- 8 developers
- 1 Client Product Owner

Technical aspects of the project are driven by PSL's architect, in conjunction with the Client's technical lead. Overall, once the Client and PSL determine an architecture, PSL is fairly autonomous in implementing it throughout the project, maintaining as-needed contact points with the Client's technical lead.

Functionally, the Client's Product Owner is in permanent communication with the PSL team, participating in daily meetings and, during critical junctures.

The team is distributed and works remotely from Medellin, Bogota and Mexico City, while interacting daily through digital means with Idaho Falls, where the Client is based.

A key success factor for the project has been the deep level of commitment the Client team and their Product Owner have shown since the beginning of the initiative. Open communication and availability from both sides have been critical in maintaining momentum and enthusiasm in the project goals.

Technologies

- AngularJS / JavaScript
- PHP
- GoLang
- MySQL
- SQL Server
- Redis (NoSQL Database)
- RESTful Services

Results

The client currently has 650.000 sales representatives in 57 countries that use the platform, which today supports 35 languages and 9.000 transactions per minute.

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