

# Brand Tracker - Charting Automation



## Industry

CPG

## Overview

Branding component is imperative for any organization to reach the pinnacles of success. Organizations having a strong brand, drive sales, build customer loyalty, create brand value and motivate consumers to buy their products.

## iChart - Automation tool for PowerPoint



### Client

Premier Indian cement manufacturer.

- Prone to human error
- Available charting software's are very expensive & does not facilitate existing charts updates

### Business needs

- Quarterly tracker
- Quantitative study conducted in 7 states across 5 segments
- Updating of charts - Quarterly
- 35 decks of 70 slides each
- Quality - 100% accuracy

### Challenges

- One month to complete charting of 35 decks
- Repeated manual efforts to ensure 100% accuracy

### Datamatics' Solution

Datamatics proposed the following proof-of-concept to eliminate the challenges and attain client goal.

- A customized solution to be developed to automate the manual charting activity
- The application would extract data from the source file (excel in this case) & insert the new quarter data in the existing presentation
- Various prompts & action confirmation (as per the business rule) to minimize the chance of a human error

# Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC<sup>2</sup>
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

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## Approach

An In-house developed tool (iChart), was customized to achieve the objective of the study. iChart is a powerful automation tool for PowerPoint charts & slides. It supports all types of charts provided by PowerPoint. It also uses Microsoft PIAs for automating & interactive selection of source data & target charts.

## Benefits

- 100% accuracy with minimum human intervention
- Turn around time reduced from one month to 15 days using same number of resources
- Flexible solution which can be customized as per changing requirement every quarter

## Process



## Result

The client attained substantial savings in comparison to available charting software.