

Predictix –Live Forms enables SaaS applications for retail software firm.

Fact Summary:

Country Region: Atlanta, United States

Industry: Retail

Customer: Predictix

Website: <http://www.predictix.com>

Customer Profile: Predictix is a leading provider of retail software and software-related services. Predictix helps retailers and retail brands improve their business planning and decision-making by implementing tailored solutions. Customers include some of the largest retailers on six continents.

Business Situation: Predictix intends to provide “enterprise decision automation” applications to retailers via the Software as a Service (SaaS) model.

However, each retailer has a unique marketing strategy and intellectual property around retailing. The software solution needs to be tailored to the unique requirements of each customer.

Solution Summary: Predictix sees the need for end users to easily customize pre-fabricated templates to meet their business needs. Forms are a key component of these applications; hence an integrated forms designer that is SaaS capable and usable by ordinary users is a key aspect of the Predictix solution.

Benefits:

- Ordinary users at retailers can customize pre-created solution templates rather than requiring programmers.
- Live Forms can be easily embedded in Predictix SaaS solution and offered to customers via the SaaS model.
- ***Predictix anticipates a positive return on their investment in less than 3 months.***

Predictix LLC, a leading provider of software and solutions in the retail vertical, enables end-user customizable, SaaS applications for major retailers worldwide.

“Major retailers need to tailor our solutions to their unique business needs. Live Forms with its web-based, easy-to-use Designer helps customers deploy our solutions much faster than programming.”

Molham Aref, CEO, Predictix

Situation:

Predictix solves challenging retail business problems for some of the largest retailers in the world with science and software.

They have successfully applied science in various business processes to improve retailers’ profitability including forecasting, price optimization, inventory management and planning.

Predictix saw an opportunity to expand their business by offering customers SaaS applications that embody the knowledge and experience accumulated through years of experience at some of the most elite retailers across six continents.

Challenge:

Predictix can create pre-fabricated applications for business processes in the retail space. However, every enterprise has a unique strategy, environment, intellectual property and business need around retailing. Hence, each application

must be tailored to meet the unique business requirements of each customer.

Forms are a key component of these applications. Hence, Predictix needed an integrated forms creation and management tool.

- The Form Designer must be usable by ordinary business users (power users) rather than programmers. This capability increases the pool of potential users ten-fold and makes the solutions accessible to a much larger pool of customers including smaller retailers.
- The business requirements can be very complex including business rules, complex validation and large forms. The integrated forms tool needed to support complex business forms.
- Users have also come to expect speed, performance and rich behavior similar to their existing desktop applications.
- The forms product must be embeddable and appear to be an integrated part of the Predictix solution.
- Finally, the forms must work in standard web browsers as a SaaS solution.

Solution:

Predictix was able to satisfy all these requirements using frevvo Live Forms.

Live Forms is 100 percent embeddable and available via the SaaS model.

Predictix can offer their customers forms capabilities that are smoothly integrated with their product and that work using their existing web browsers.

frevvo Live Forms' drag & drop Designer is usable by ordinary power users at most businesses and enables Predictix to offer their solutions to a larger pool of customers.

“frevvo has not just created a slick, easy-to-use Forms Designer; they have given a lot of thought to what people do with forms. We can easily integrate frevvo Live Forms with our SaaS solutions since it works easily with our existing data and applications.”

Molham Aref, CEO, Predictix

The forms use sophisticated layouts and are customizable to match customers' existing, familiar look and feel. Business rules, instant validation and rich, dynamic behavior ensure accuracy of data as well as immediate acceptance by users.

frevvo also offers a number of flexible integration options including XML, JSON and ATOM feeds making it easy to integrate with existing systems and software at Predictix.

For More Information:

For more information about frevvo Live Forms products and services, visit the web site at: <http://www.frevvo.com>

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