

AI Software develops market forecasting portal for SanDisk



CLIENT



CHALLENGE

SanDisk designs, develops and manufactures flash memory storage devices and software. Its memory products are used in many market segments such as consumer electronics, mobile devices and computing markets.

As an industry leader in the flash storage area, SanDisk maintains sophisticated processes around planning and can forecast market trends for five or more years ahead, using multiple spreadsheets from different departments and analysts.

However, the spreadsheet-based processes were inefficient, and the spreadsheets were inconsistent among various IT teams throughout the company. SanDisk needed a custom application that can automate the current planning processes and minimize the use of spreadsheets.

Because SanDisk uses SAP® to store data for various applications and business intelligence (BI), the planning team wanted to leverage SAP to store data for its planning application, and build the BI interface. To keep pace with the company's planning schedule, it was critical to go live with this application before Q3; otherwise, business users would not be able to leverage new application and the project may be scrapped.

THE SOLUTION

Progress partner AI Software proposed building a web-based custom application using the Telerik® Kendo UI® framework, which provides web developers with a feature-rich set of browser-based HTML 5 and jQuery controls that are easy to use and work seamlessly in cross-platform browsers. As part of the framework, Telerik® UI for MVC enables the creation of fast-performing web applications.

“There are several .Net tools and controls out there, but Kendo UI provides the most programmer friendly interface via jQuery and AngularJS to create reach UI web applications. And we know the clients like SanDisk cannot settle for anything less.” said Piyush Bhatt, CEO of AI Software.

The end application was built using HTML 5 and jQuery-based Kendo UI controls, Telerik® UI for ASP.Net MVC, a web API and a service layer that uses a custom Data Access Layer specifically developed for SAP HANA. Featuring highly interactive grids, drop-down and tab strip controls, the application renders seamlessly in multiple desktop browsers and tablets and can forecast production numbers at various hierarchical levels. Analysts can maintain various versions of their forecasts and merge them into the final published version developed by the planning managers or VPs. The reports are published at the end of every quarter using BI tools such as Tableau, and released to a larger audience including the senior leadership and other decision makers in the company.

THE RESULTS

With this new application, SanDisk users can plan and forecast production and sales numbers for all different markets they serve, without maintaining spreadsheets. Analysts are able to create sandbox versions of their forecasts and run what-if analysis by generating charts and reports using the BI tools. With the help of the application, SanDisk team is able to submit the forecast within their due dates.

AI Developers point that the development effort is reduced by 30 percent by using Kendo UI controls compared to native asp.net MVC controls. The Kendo controls already provide the themes and device responsiveness that developers can easily integrate in applications.

SanDisk MCS Planning CSS Planning Admin

MCS TAM Planning

Markets Automotive Customers Bosch SubSegment

Refresh Create Working Copy Save To Sandbox

Unit Planning Platforms Percent Splits

From Year 2014 To Year 2018 Show Units Show Percent

Platform	2014-Q1		2014-Q2		2014-Q3
	Split	Units	Split	Units	Split
123 Apple-A5 [CompactFlash Products] Cisco					
4GB					
SanDisk					
Not Selected					

TECHNICAL DETAILS

- Technology Stack
Microsoft ASP.Net MVC, Telerik Kendo UI, jQuery
- Database Platform
- Development Time
3 Months
- Number of Developers
3

RESULTS

- Successfully built a web-based app in three months with the desired functionality.
- Integrated with SAP/HANA database
- Enabled support for multiple cross-platform

QUOTE

“The AI Software team built an easy to use application that is well integrated with the existing ERP/Data Warehouse. It was well received by the business users due to its user friendly UI, accuracy of data & responsiveness.”

Deepak K.

Sr. Manager - IT, SanDisk Inc.