



# APPLICATION DEVELOPMENT FOR ENTERPRISE COMMUNICATION FOR A FMCG DISTRIBUTOR

## Client Description:

The client is a large North-American Fast-Moving Consumer Goods (FMCG) distributor.

## Business Challenge:

- The client lacked an application for its enterprise communication requirements.
- A system was required to reduce the gap in communication among people involved in processes across the entire organization and specific departments.
- They needed to speed-up the process of distribution.

## Solution:

A chat application was developed for one-to-one and group messaging. The application can perform the following tasks:

- Multi-tier communication with a wide range of users.
- Record voice, capture image or video using camera and share with chat partner.
- Share existing image or video file from the gallery with chat partner.
- Allow individual and group audio or video calls.
- Block any user from sending messages.
- Share location to vehicle operator by picking a point in Google maps.

## Highlights:

- The application displays sent, delivered and read status for each message in individual & group chats.
- End-to-end encryption of data helps in keeping the chat data confidential among the chat partners.
- Allows real-time recording and sharing of voice note, photo and video for updates on the ongoing processes.
- Show chat partner image thumbnail along with every message in chat view.
- Bulk image sharing facility allowing the user to select up to 10 images at a time and share it with the chat partner.
- Push notifications option aids the user to receive the message without having to open the app.
- Personalization allows for a more enjoyable user experience. Complete customization of the app including themes, fonts and ringtones are possible.

## Business Benefits:

- Communication with business partners is done with ease in a timely fashion reducing delays.
- As the application stores all chat threads in individual and group chat, they can be used as proof for business-related issues.
- Invite outside people to use the app via SMS invitation link.
- Contact syncing provides information about existing user accounts.
- Constant track of the ongoing processes and the progress of every member involved are possible by this app.
- Detailed view of chat partners account like profile image and name is available for future reference.



**TRIASSIC**  
Get IT right




## ABOUT Triassic:


Triassic is an industry leader with over 10 years of experience in providing comprehensive solutions for Product Development, Software Engineering Services, and Industrial Automation.

To learn more about how we can help your firm, please Visit **Triassic**.

### United States

Office Number 234,  
6701 Koll Center Parkway, Suite 250,  
Pleasanton, CA 94566

 +1 425 736 6139

 salesusa@triassicsolutions.com

### India

Plot 2, 1G, Leela Infopark,  
Technopark,  
Trivandrum – 695581 Kerala, India.

 +91 471 2700050

 sales@triassicsolutions.com

### Canada

140 Yonge Street, Suite 200,  
Toronto ON M5C1X6