



App Strategy to Help Your Sales and Customers Find Your Product Faster – A Case Study

This brief presents how a global power resistor manufacturing company Hi-Tech Resistors (HTR) made life easier for their sales team, distributors & customers by unveiling a first of its kind cross-platform software application to find the right product from their product line by using Cralina's software consulting and development expertise.

Version 2.0: August, 2016

Presented by: Ravishankar Rajagopalan, Cralina



Presenting company information

Company Name	Cralina
Address	102, Sandalwood, Foodworld Lane, Off DP Road, Aundh
City, state, ZIP Code	Pune, Maharashtra, India 411007
Phone number	+91-20-40056491
Web site address	http://cralina.com
Contact name	Ravi
Title	Software Consultant and Co-founder
E-mail address	info@cralina.com
Solution offering	Software Product
Project name or title	HTR Resistor Finder©

Customer profile

Customer name	Hi-Tech Resistors Pvt. Ltd.
Address	Buty Compound, Mount Road Extension,
City, state, ZIP Code	Nagpur, Maharashtra, India 440001
Phone number	+91-712-2531134
Web site address	http://htr-india.com
Industry	Electronic, Resistors
Number of employees	100+



Customer Company profile

Hi-Tech Resistors Pvt. Ltd. (HTR) is a leading international manufacturer of power resistors based in India. HTR provides resistors for a variety of applications including automotive, industrial equipments, home appliances, solar energy, textile, medical & healthcare, sound & audio, environmental equipment, power supplies (UPS, inverters, SMPS..), maritime applications etc.



Presenter Company profile

Cralina is a technology consulting company which helps build enterprise grade solutions using software products and services. Cralina also helps companies with product marketing, pre-sales and technology trainings. It has a rich experience of professionals who have successfully delivered products for Fortune 500 companies as well as fast paced startups world over.



Problem

Traditionally in the power resistor industry finding a suitable set of resistors based on a variety of parameters has been a time consuming exercise for distributors and customers alike esp. for manufacturers who have a large product base. The wide range of options available in different resistors requires a fairly complex search and customers/distributors spend considerable time wading through manufacturer data sheets to find a right resistor for their required spec. The manual search sometimes yielded incorrect results if some parameter is accidentally overlooked.

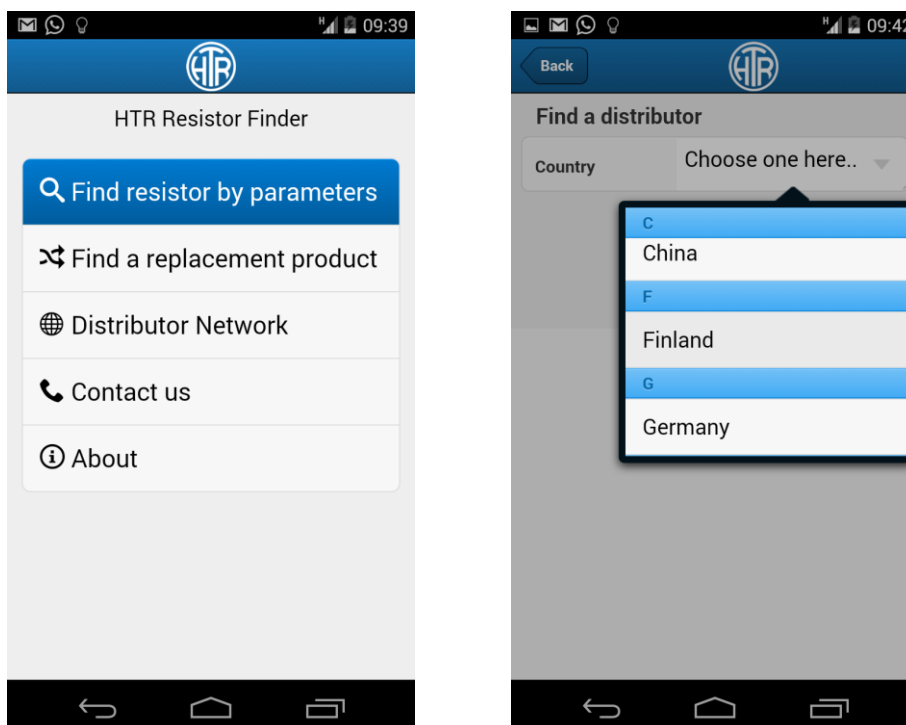
Also manufacturers constantly enhance their product portfolio updating the products with newer specifications (e.g., adding newer resistance/power ratings, housing, variants etc. not available earlier). Thus a customer may sometimes not get to know if there's a newer product which may serve their requirements better. Global companies also update their cross reference data introducing newer resistors to match their competitor's products. All this makes the manual search process more unreliable.

There wasn't a single point reference desktop or mobile application which could take in a required specification and accurately bring up the product(s) an end-user or a distributor is looking for.



Solution

The HTR Resistor Finder© software, a first of it's kind application, was designed by a team of resistor industry experts at HTR and software professionals at Cralina who presented an effective solution to eliminate this challenge altogether and in a reliable way for customers who wish to use HTR's Resistors for their applications.



Snapshot : HTR Resistor Finder App for Mobile/Tabs



HTR Resistor Finder



Find by
Parameters



Cross
Reference



Distributor
Network



Contact
Us



About



Help

Snapshot : HTR Resistor Finder App for Web & Desktops

The HTR Resistor Finder© software addresses this problem by helping users to:

1. Find a resistor by specification – allows user to key in exact inputs in a friendly wizard and find the required resistor(s) matching their requirement
2. Customize a resistor if an existing product doesn't satisfy a requirement
3. Cross reference : suggests a replacement of an existing resistor from another manufacturer with an equivalent HTR Resistor
4. Get datasheets of a resistor matching the requirement
5. Locate world-wide distributors or contact HTR for any queries

The software product has been developed by Cralina using the latest enterprise grade cross-platform HTML5 based frameworks and open source technologies. The HTR Resistor Finder can be used from the web or offline via a mobile or desktop application. On the mobile it is offered as



an Android and iPhone app, and on the desktop there are Windows and Mac editions. A Linux and a mobile web version of the software is also being planned.

The software has a friendly and identical User Interface (UI) for each of the mobile and desktop platforms, which ensures a zero learning curve for users even as they migrate devices/operating systems.

The software is integrated with a customized version of Cralina's Intelligent Database Upgrade Engine which provides for fast over-the-air database updates without application store intervention. This ensures that the user gets seamless database updates even as HTR adds more variety to its resistors, updates its distributor data or enhances cross reference support. The engine ensures that that the app downloads only a small amount of data instead of updating the whole app from the application store. The application also has a version downgrade facility, just in case an upgrade has issues.



Benefits

The benefits are easy to figure out. Rooshad & Areez Patel, Chairman & Managing Director, HTR Resistors mention "Customers or distributors who know what they are looking for, now need not spend time going through data sheets or wait for a specialist to find the right resistor or get cross reference information. The software which works offline too helps quickly locate a product one needs. One can then look at our catalogues or datasheets for more detailed information. It'll be almost two years now and we've released two updates of this software too. It has worked well for us and none of our clients have reported any issues so far."

One of HTR's customer/distributor says "This software has simplified things for us. Using the software is easy and finding a right resistor from HTR is a breeze now. The software is fairly fast in giving you the results.."

Bhanu Rajagopalan, Chief Executive, Metaphors Advertising, who manages the advertising and branding for HTR, says "The HTR Resistor Finder© app is a differentiator. It drives the message that the company knows what their customers and prospects need in today's fast paced world..."



Conclusion

With the HTR Resistor Finder©, HTR provided a neat and reliable mechanism to save time and improve productivity for their customers and sales staff by using optimized software solutions and consulting expertise offered by Cralina. Yet another example of how a first of its kind cross platform software application helped a business save time and energy of their customers.



Services provided by Presenter Company

- Consulting – Software/IT Design, Development, Analytics,
- Solve complex problems using innovative and elegant solutions. Help save time for engineering, management, sales and marketing teams.
- Advise on short/long term strategy for products & services



- Review and provide inputs for software development, user interface and all customer centric aspects of a product/service/performance evaluation.
- Independent third party reviews/opinions by innovative professionals in IT/other areas
- Technology trainings in niche areas (for professionals & enterprises)
- Tech/Product Marketing/Management, Pre-sales
- Help interview candidates for technology as well as managerial positions
- Areas of work : Linux & Systems Software development, Mobile, Cloud Computing, next gen web applications, engineering/industrial applications/solutions, Analytics, Virtualization, Storage Networking (SAN) and solutions design, Open Source software.

For more information on Cralina's products and services please drop us a line on info@cralina.com or call +91-9890059048