A Case Study

Complete Practice Management

&

Multilingual Optical Store
Point-of-Sale (POS) Software
for a major client in Canada

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Business Need

2000+ man hours of experience in POS space as a dedicated team

Till the beginning of the year 2008, a major optical retail store based in Calgary, Canada was primarily a paper based organization. The day-to-day store operations were not automated and the client's historical approach of managing things was not working well. As the business grew, the client started finding it extremely difficult to manage the diversified areas like Doctor's appointment scheduling, Lab order tracking, managing patient's medical history for future reference and so on. Even, vital business related information was struggling hard to reach the management on time. This triggered the need for process automation at the operational and management level.

The client sought to develop a software product that could efficiently manage the day-to-day operations their optical retail store with features like doctor appointment scheduling, prescription storing, lab order tracking, managing patient history and health record, vendor management, inventory management, customer information management, marketing campaign management, sales management, business analysis and reporting in order to formulate effective customer engagement strategy and increase ROI - A unique Point-of-sale software that will make the store operation efficient and error free. The Software that will enrich buying experience for the customers and business experience for the doctors and store managers.

ProTeam with 10+ years of experience in designing and developing intelligent Point-of-sale solutions of varied complexity developed an application called **VisonPRO POS** for the Optical store. Today, the software is running successfully in more than 1000 optical stores across Canada, US, Mexico, Singapore, Malaysia and India.
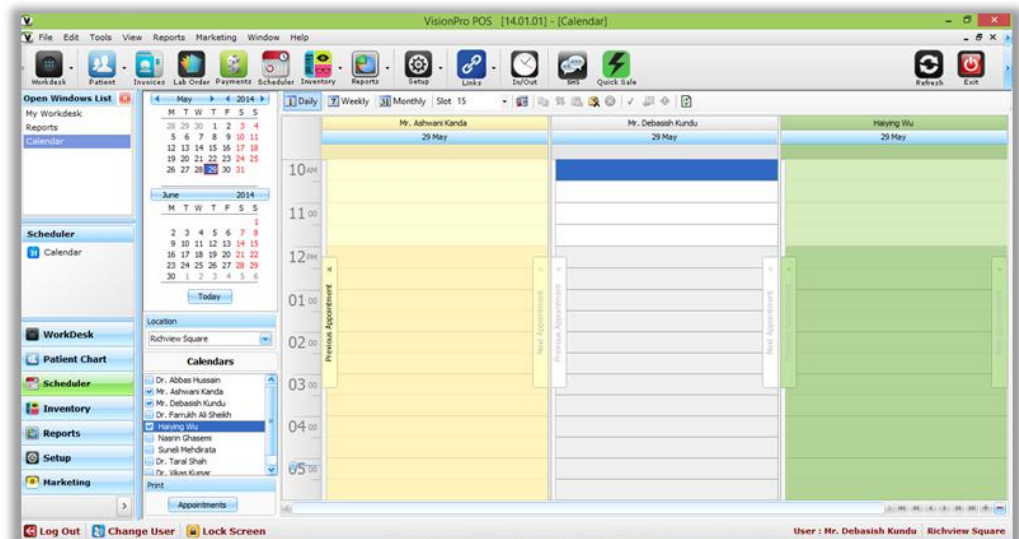
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Major Challenges

The major challenges that were encountered during the designing, development and implementation stages of this eminent product can be summarized in the below points.

- Doctor appointment scheduling
- Single screen for almost all major functionalities like invoice, lab order, inventory, patient chart and Rx.
- Multilanguage selection option.
- Multi location reporting system.
- Different barcode label templates for different type of printers.
- Automatic backup & restore.

Doctor Appointment Scheduling Screen

Every client
is important

To think with
speed,
flexibility and
an open mind

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The Solution

A unique product for large, medium and small optical enterprises

After all the way through, ProTeam figured out that the Doctor Schedule Management can be incorporated in the application by integrating a third party tool called DevExpress. Now, the doctors can not only schedule but also cancel appointment. Keeping patients informed about their appointment updates resulted in much happier customers.

To enrich the business experience for the store managers, ProTeam equipped **VisionPRO** with "On the fly" capability. This remarkable feature completely reduced the burden of switching form one form to another making the application more user friendly.
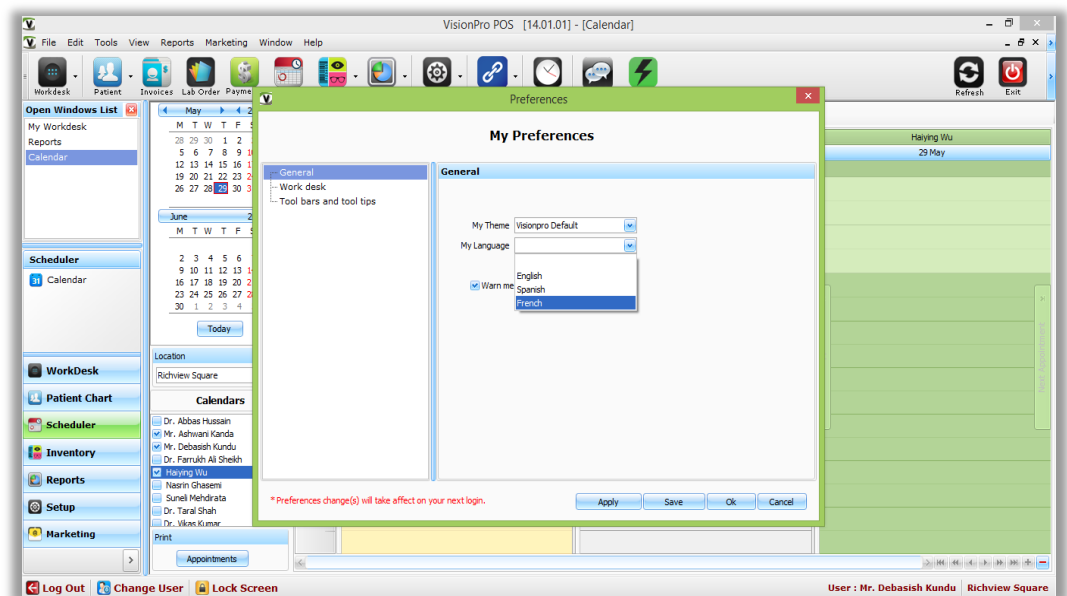

Quick Sale screen with 'On the fly' capability

VisionPRO POS is made capable of generating multi-store analytical reporting to help the management make effective strategic decisions. The multiple report options throw significant light on store performance, brand preferences, customer demographics and to understand the latest trend in the market.

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The Solution

This product is made available in three different languages namely English, French and Spanish which gave it huge acceptance in the countries where French and Spanish language is widely used to carry out day-to-day business transactions.

Language Selection Screen

The application was launched with two different options, licence based and cost effective subscription model. The later one facilitated the small and medium sized optical stores to implement, use and get benefitted from the latest technology by streamlining their business processes and uplifting their brand image in the minds of their customers.
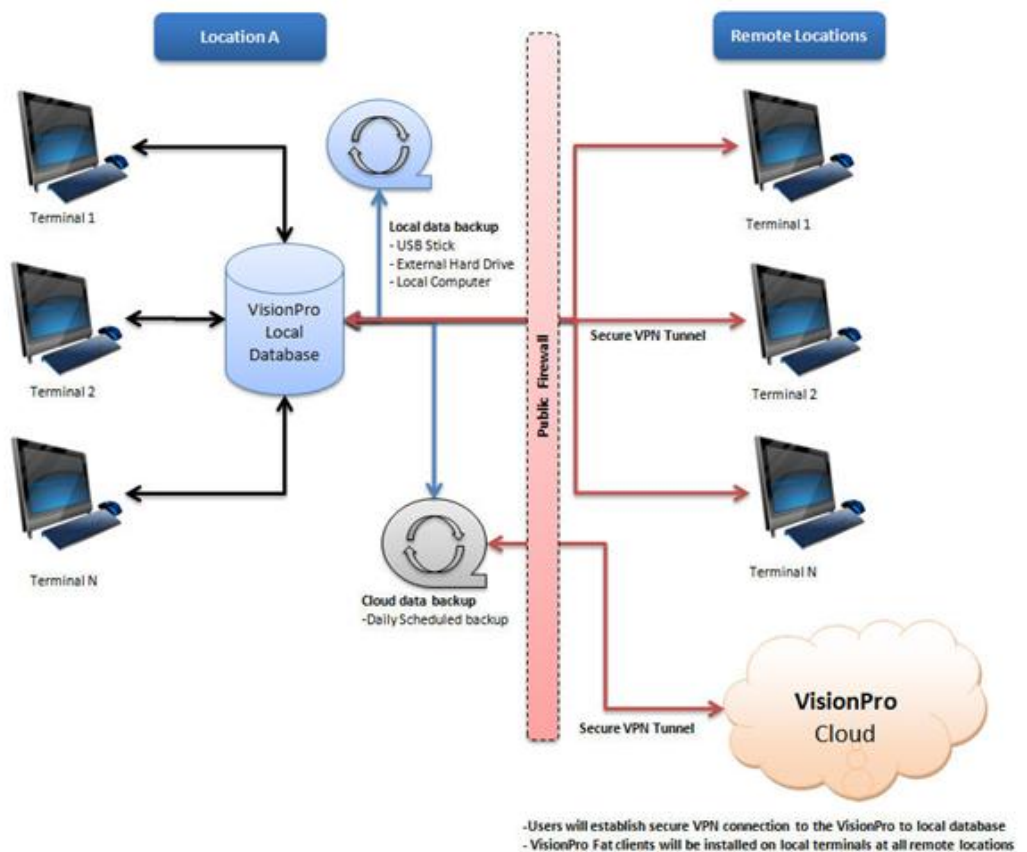
The subscription model also provided store managers with free upgrades of the software on a periodic basis to ensure that their software remains at par with the dynamic and demanding business needs.

The solution also gave Choice Optical a remarkable option of data backup to counter the threat of data loss that might occur due to various reasons.
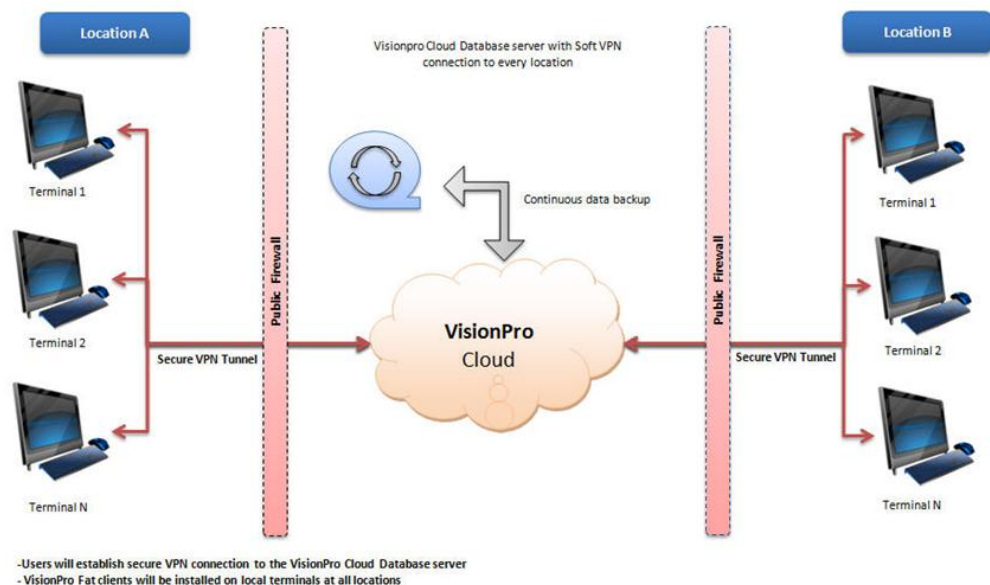
Remarkable option of data backup to counter the threat of data loss

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Architecture

Hybrid Architecture

The store operation continues without interruption even when the internet is down

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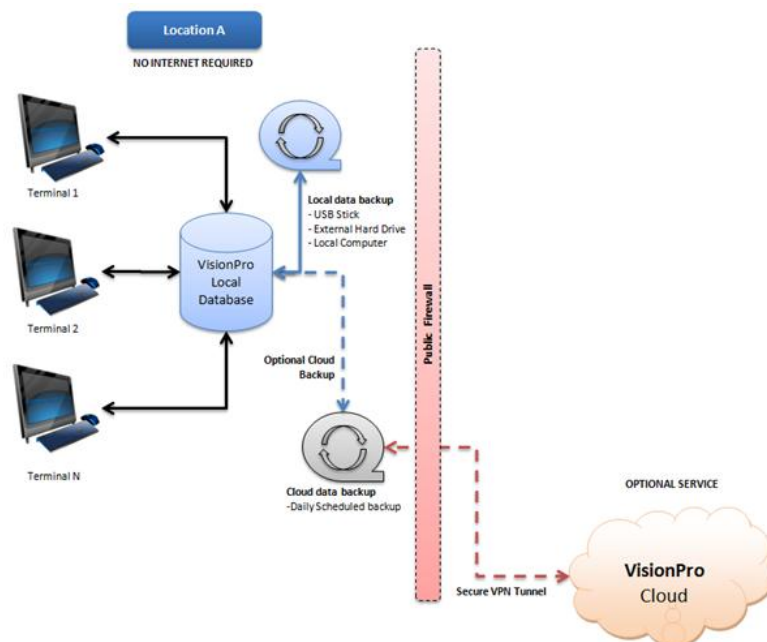# Architecture

Cloud Architecture

- Users will establish secure VPN connection to the VisionPro Cloud Database server
- VisionPro Fat clients will be installed on local terminals at all locations

Local Architecture

Multi store business analysis and reporting

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Closing

More than 1000 installations in various countries across the globe

Building a healthier society

VisionPRO POS is developed after extensive market research and has proved to be highly beneficial for practice management professionals and efficient optical store management across the world.

Today, it has more than 1000 installations in various countries across the globe running successfully for more than 6 years.

VisionPRO POS has enabled the stores with highly advanced features like automatic inventory management, customer recall through sms and email integration, auto software upgrade and cloud reporting for single and multi-store locations, making the store highly competent and one of the most preferred optical store in the city.

Patients no longer miss their regular check up. Store managers and doctors can manage their schedules, patients' health records and Rx details much more efficiently and effectively.

Business experience has enriched, data storage became more organised and secure and above all, it has contributed in building a healthier society.

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ADVANTAGE - PROTEAM

- ✓ One-stop shop for ISVs seeking Outsourced Product Development.

- ✓ 2000+ man hours of experience in POS application development and consulting.

- ✓ Access to highly trained and experienced technical and management resources.

- ✓ Video conference facility with the developers.

- ✓ Monitor developer's real time progress.

- ✓ Follow international process standards.

- ✓ Detailed documentation at every step ensuring complete transparency and zero ambiguity.

- ✓ Significantly lower cost of development by leveraging ODC.

- ✓ Faster product development guarantee accelerating time-to-market.

About ProTeam

ProTeam Softwares India Private Limited (PTL), is a leading global IT Service Provider, Outsourced Product Development and Business Process Outsourcing Services Company. Since inception in the year 2004, PTL have been successful in setting up competitive benchmark in building custom applications and managed services on a large scale in real-time environment for over 200 clients globally.

PTL's robust and exclusive development & enhancement model ensures high-quality delivery within the time frame at reduced costs. This makes PTL a highly desirable IT services partner across the globe.

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