



CASE STUDY

Store front and marketing campaign project approval/execution

75%
cycle time
reduction

Orchestration of
+180
stores globally

200+
data sources, one
workflow

About the Client

This iconic brand has redefined elegance and sophistication for over a century. They specialize in high-end ready-to-wear clothing, accessories, and perfumes. Renowned for its timeless designs and impeccable quality, Our client continues to be a symbol of luxury and style, captivating fashion enthusiasts worldwide with its classic yet contemporary aesthetic.



Problem statement

Without a centralized workflow orchestration system, managing global marketing campaigns is fraught with challenges. Coordinating budget requests and approvals across multiple locations for simultaneous campaign execution is a complex and time-consuming process. Sourcing from diverse vendors worldwide further complicates matters. The bottleneck of a dozen teams collaborating and overseeing all requests creates delays, inconsistencies, and potential budget overruns. This manual, decentralized approach hinders efficiency, responsiveness, and the ability to execute campaigns with precision and impact.

The Solution

Through a business overhaul, our client has revolutionized their capex project processes. The implemented solution clearly defined roles and responsibilities, coupled with strict timelines, it has significantly enhanced accountability. Seamless integration of external activities into the solution's workflow, combined with a centralized platform for document management, project tracking, and communication, has streamlined operations across 180+ locations and 2000+ counters. Orchestrating the efforts of 10+ internal teams and governing 200+ diverse data sources within a unified process flow has resulted in unprecedented efficiency and effectiveness.



The Benefits

The solution yielded impressive results, including a 75% reduction in project cycle time, a 100% increase in project success rate, and significant improvements in cost efficiency, data accuracy, employee and stakeholder satisfaction, and error reduction. Additionally, the solution enhanced regulatory compliance and boosted revenue generation.

About Lateetud, who we are and what we do.

Lateetud is a process-first automation company, we support the adoption and establishment of best practices to deploy hyper-automation solutions. We assist healthcare providers and payers by igniting adoption, developing solutions to accelerate the path towards positive ROI, and establish best practices to help our clients cruise towards a continuous improvement mode, where digital transformation is a reality.