

AUTOGRAPH AUTHENTIC

Autograph Authentic is a marketing and promotions company that works with various sports figures and organizes auctions, fundraisings, dinners and autograph appearances. Their product line features hundreds of unique collectables from photographs to limited lithograph paintings.

Challenge

Working manually with big number of bids and products the company was in need of creating a CRM solution for their business to make internal workflows faster and more effective. **The following requirements were set for the use case of the software:**

- An easy & convenient way to create contacts;
- Inventory support and basic tracking for collectables;
- Ability to systematically add bids into the system;
- Reports creation and management.

Task

The main task for *instinctools* team was custom CRM development on Angular tech stack supporting large volumes of data and meeting client's requirements for its usability.

Solution

The web application was mainly built on AngularJS with object-relational database system PostgreSQL.

As required the following features were implemented:

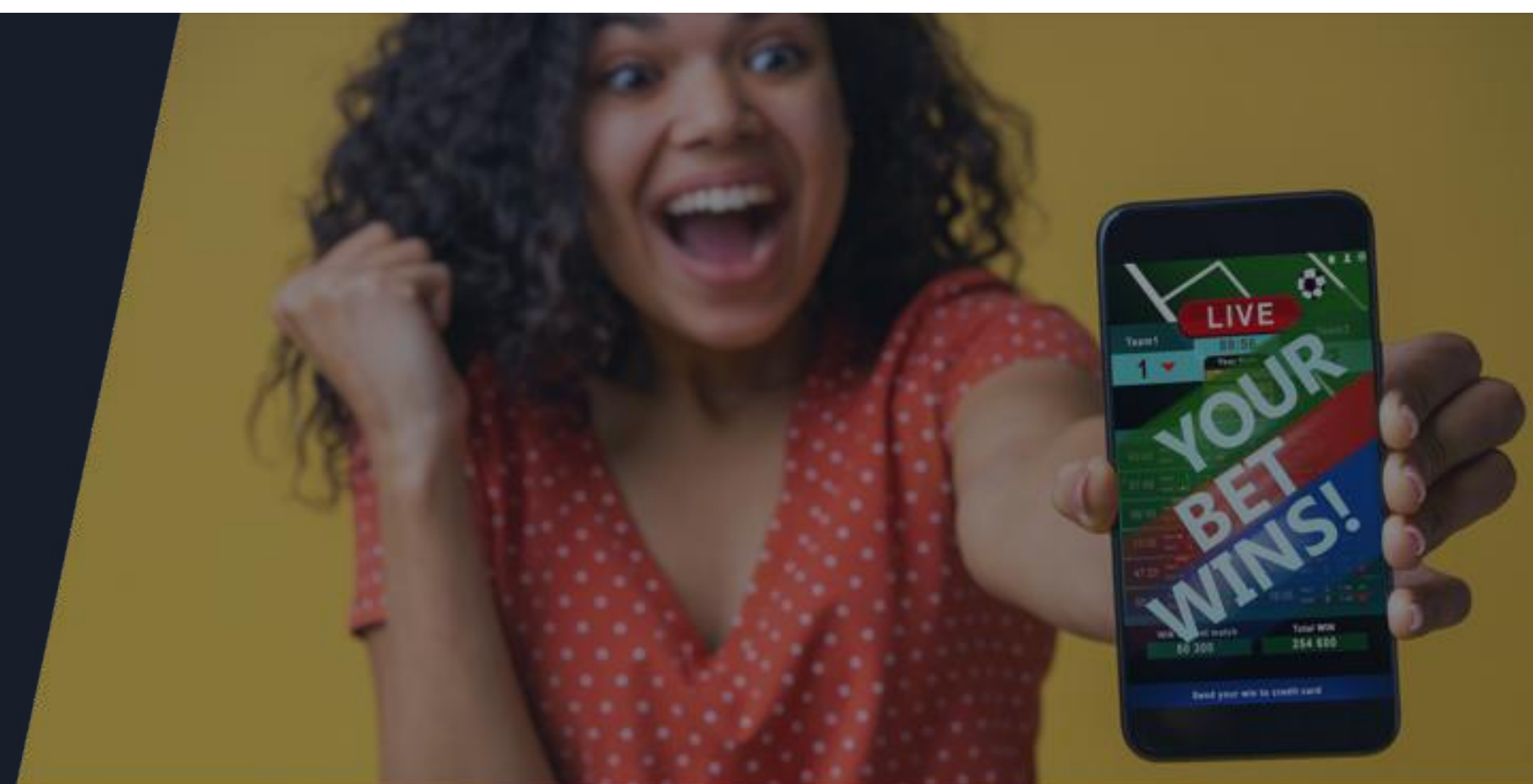
- Easy-to-use interface for adding new bids into the system and their later processing;
- Automatic contacts creation after adding new bids;
- Reports generation and management;

A basic module for inventory support and collectables tracking was integrated into the web application allowing:

- Keep records on stock balance of collectables;
- Manage collectables (adding new, editing, deleting options, etc.);
- Create requests for full-cycle processing (request / shipment / delivery confirmation / returns / return confirmation).

Value

Specially designed and easy-to-use custom CRM solution optimized and improved performance of internal workflows of the company making the processes faster and more effective.



Technologies



AWS



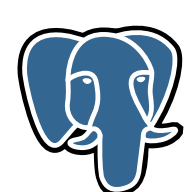
Angular



NodeJS



TypeScript



PostgreSQL