



BITSQUAD SOFTWARE

For North America – Event Management Client

Digital Transformation for
Event Planning & Tracking

Key Details



- ❖ Users: 100+
- ❖ Industry: Marketing
- ❖ Location: North America
- ❖ Tech: Model-Driven & Canvas Apps, Power Automate, Power BI

Challenges / Objectives



- ❖ Fragmented event & resource management
- ❖ Lack of centralized reporting & billing
- ❖ High chances of revenue leakage

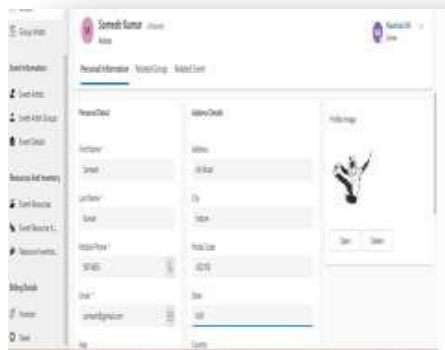
Solution Implemented

- Resource management via Power Apps
- Event planning & tracking tool
- Billing application for accounts team
- Executive-level reporting with Power BI

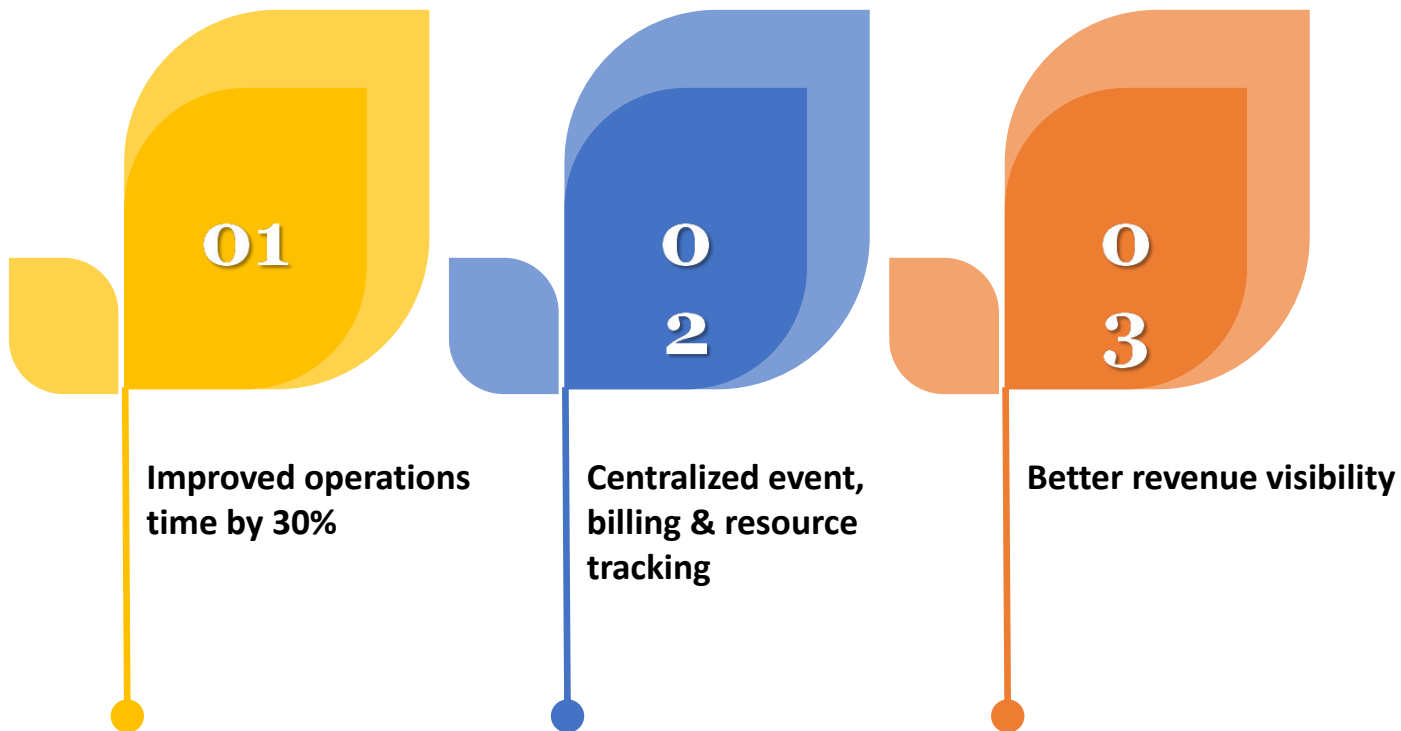


Solution Implemented

- ❖ Model Driven and Canvas Application for Retail store staff and Customers
- ❖ Single Database shared across all application
- ❖ SharePoint Business KP Reporting via Powe BI
- ❖ Power Automate for integration with finance system and payment gateway



Benefits



Thank You !!