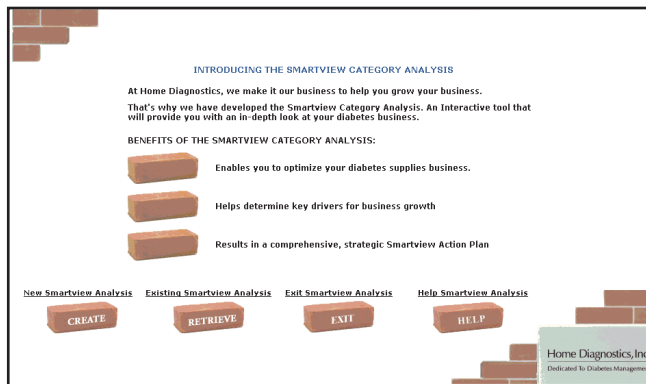


# HDI Smart View Software

**Home Diagnostics, Inc.**  
Dedicated to Diabetes Management

**Project: HDI's SmartView Category Analysis**

**Duration: 4 months**



## Short Description

A software to analyze the business performance of various blood glucose monitoring systems of Home Diagnostics, Inc. was developed with the objective to devise marketing strategies for HDI's business enhancement. It consists of features like- Analysis Reports Creation, Import / Export of Analysis Data, Auto Calculations, and Publish Reports.

## Need

Home Diagnostics, Inc. is an established name in diabetes management and blood glucose monitoring systems. The client's need was to build a software that will help them analyze the business performance of their various blood glucose monitoring systems - meters and test strips. The objective was to understand the market share of other similar brands and devise marketing strategies for HDI's business enhancement. The aim was to put the market findings into action by employing prudent marketing strategies and benefit from the unexplored business opportunities.

## Challenge

The application contained two sections Mail Order Analysis or Retail Analysis. Developing this robust application was challenging as it involved many specific complex functional requirements. Some were:

- **Create Analysis Reports-** The user could either create or retrieve already created Analysis Reports. The user could fill all required info and could generate reports from the predefined sections for reports.
- **Import / Export of Analysis-** This feature enabled importing data into the application for data analysis and exporting reports from the application to the computer's hard disk.
- **Auto Calculations-** The user could apply formulas to the data and calculate the desired output like profits etc. The application enabled the user to do vast calculations in a matter of minutes. These calculations could be related to Inventory Average Units Per Store, Acquisition Cost\*Inventory Average Units Per Store, Overall Unit Sales, etc.
- **Publish Reports-** The user could publish reports in PowerPoint presentation where the user has ability to change the description, title, make any customizations and save the report.

## Solution

HDI's SmartView software focused on two key product areas- meters and strips. The software with all its in-built complicated functionalities enabled the Rep/User to use this as a sales tool to display HDI's profitability analysis. This application helped generate business performance

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calculations for all brands within their category.

Calculation of Market Share of similar product by various brands helped them analyze the Market Scenario and plan their marketing strategy for a better business performance. For a clear understanding, the data could be displayed through pie charts, tables, and graphs automatically. The software enabled the retailer to calculate inventory costs as a percent of sales for each brand. The analysis reports can be used towards strengthening HDI brand of products.

## Technologies Used

- Programming Languages: VB6.0
- Database: MS Access 2000
- Platform: Windows Environment
- GUI designing Tools: Adobe Photoshop 7.0
- Documentation: Microsoft Word, Microsoft Excel, Microsoft Powerpoint

## Benefits:

- Comprehensive view of the current business situation.
- Comparative Analysis with products of other manufacturers.
- Enabled HDI to devise unique business-building opportunities.
- Could do necessary calculations like the difference in contribution of each brand.
- Publish reports to PowerPoint presentation.
- Devise effective and successful Marketing plans.
- Create powerpoint presentation of the reports which could be shared among the key people for better understanding of the situation.
- For Netsmartz developing this application successfully was a morale booster.