



DanDev Solutions  
MAKING IT SIMPLE

# A MOVIE RENTAL SHOP IN TROUBLE

A whitepaper on how businesses can leverage web applications in their workflows

New technologies are developed everyday to help businesses streamline processes and ultimately increase their bottom line. Web applications enable businesses to bring their key day to day workflows online by incorporating their workflows into custom web applications (web apps).

These web apps are designed to be user friendly and accessible using your desired web browser on any device.

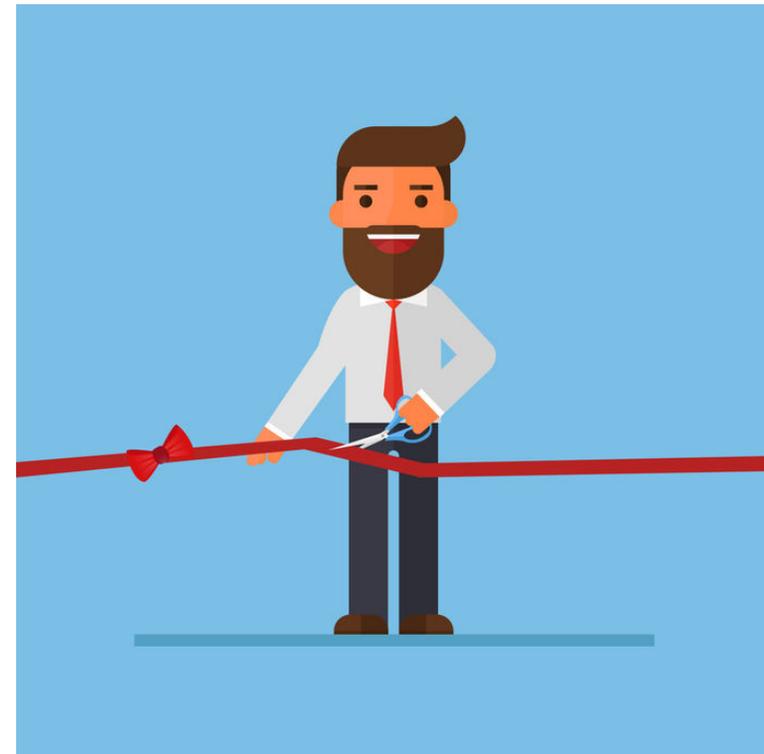
Web apps consolidate your data into a single source of truth. Not only is maintaining and protecting your data simpler you gain valuable insights with custom reporting and metrics.

# A Grand Opening!

John Doe is a new proud owner of the only movie rental shop left in town. The grand opening in his small community was a great success and customers are visiting and renting movies daily.

Business is great! John uses an Excel spreadsheet to manage movie inventory, customer accounts and billing. With a few customers this was an easy and simple process.

As John's business started to grow, he began to run into issues. Movie inventory was not always accurate, customer accounts became outdated and unsearchable and billing was a nightmare to process orders and keep track of payments.



# A Very Bad Week

John was swamped. With more and more customers creating accounts daily he wanted to stock movies that appealed to everyone. It was hard enough to keep the spreadsheet up to date, never mind tracking stock and managing new inventory.

John was constantly bombarded with customer questions and concerns. Not being able to quickly search and manage customer expectations customers began closing their accounts.

If that wasn't bad enough John was unable to track billing in real time. He had no idea which account were paid and which accounts had outstanding balances.

John as a last resort pulled an all-nighter to organize and update his spreadsheet to reconcile his accounts.

After staying up all night and when he was just about to finish the **file crashed!** John came to the cold realization he just lost **all his data...**



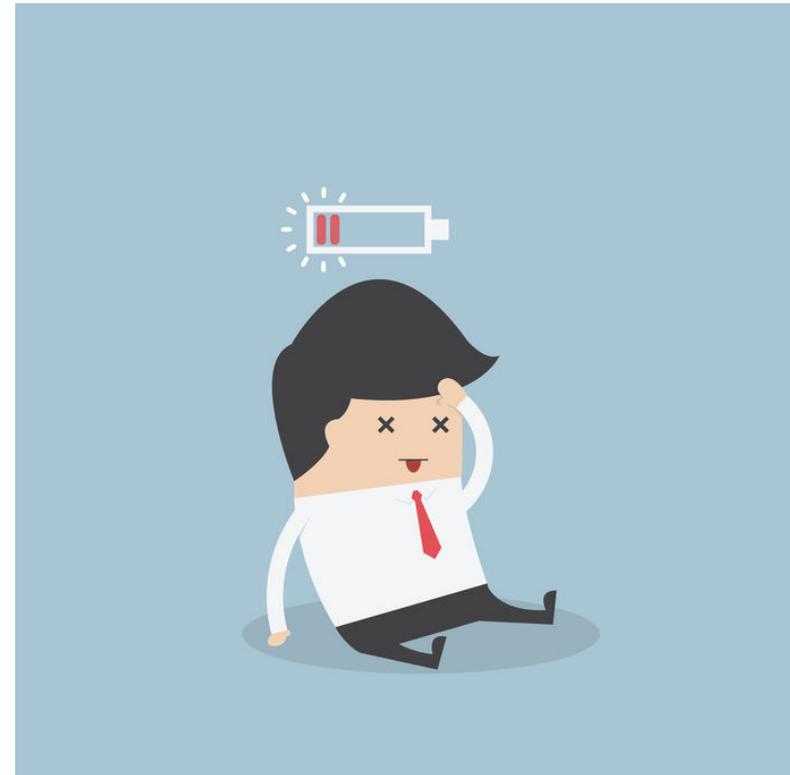
# Enough is Enough

John concluded that managing all necessary items for a few movies was great but as the business continued to grow the spread sheet was not enough and decided he can no longer run his business using an Excel spreadsheet.

*But now what?*

All the business information is tracked and stored in the spreadsheet. John can't afford to close the shop or to halt operations.

How can he solve this situation?



# Where We Step In...

We sit down with John and review all his business workflows to manage the shop. After analyzing the business requirements we continue to work with John and develop a custom web application.

This web application allows John to manage customers accounts, movie inventory and billing in real time. He can run his business from his phone or PC using his favourite web browser and has the option to run his business from the comfort of his home.

Along with the new web application we were able to import his existing spreadsheet data. With his new data structured and in a single source we were able to back up his data regularly to avoid any loss. John was also able to run daily reports and gained key insights into his business.

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# New Business Opportunities

John continues to grow his business without worry. He hired new staff to help him out and gave them their own accounts to access the new web app.

With day to day needs being met, John explores new business opportunities to streamline his services. With his newly gained insights from reporting John found out that customers were only making payments in-store which meant longer payment wait times.

John contacted us again and learned that his new web app can integrate with third party API's.

By integrating with a payment provider API customers were able to make payments online. This resulted in customers making more frequent payments and increased the business cash flow considerably.

This and more is made possible by partnering with **DanDev Solutions Inc.**



# Contact Us

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