

Sales Run solution development with GKE and AI

IPNET migrated client workloads, solving service performance & stability issues. Our team's expertise led the micro-service migration from Elastic Container Service to GKE, modernizing Salesrun's infrastructure for improved elasticity

The challenge

To eliminate lost sales due to stockouts, ensuring that customers have the correct stock and quantity. Salesrun developed an application based on ML and AI that understands the historical parameters of sales and gives a detailed view of days of stock per product, delivering an ideal purchase/sale order with high precision, alerts of out of stock and overstocked items, all in a multiplatform format

The solution

It was hard to scale applications, despite already having their application distributed in containers, client was unable to make its infrastructure scale in the expected way, so a study was carried out to bring part of the services to a managed environment and the workloads more intensive work into a GKE cluster for greater control and elasticity.

The result

Salesrun now empower companies to sell more through quick and assertive decisions based on data with Generative AI. Google Cloud products allowed the client to deliver high added value to the segment in which it operates. It has increased client's sales, reduced internal costs, eliminated losses and optimized cash flow. The use of Vertex AI helped to predict sales, increasing it by up to 5%.

“The partner supported us from moment zero and helped us build the structure to receive and host our technologies on the Google Cloud that we currently use. They helped us with complete consultancy and brought us closer to Google Cloud, thus showing us several ways to leverage the company at the speed we need.”

Vinicius Hilkner - CEO

About Sales Run

Using Artificial Intelligence, Salesrun orchestrates the execution of sell-in and sell-out for manufacture and distributors, with predictive analysis, dashboards and purchase recommendations.

Vertical/horizontal solution: Retail & Wholesale

Primary project location: Brazil



About IPNET SERVICOS EM NUVEM E DESENVOLVIMENTO DE SISTEMAS LTDA

IPNET Growth Partner's main goal is to accelerate Digital Transformation in companies, with an advisory posture and offering tailor-made solutions.



Products

Google Cloud Platform