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Case Studies

Instituto Continuum



Background

- Located in the heart of Mexico City. Colonia Roma
- Instituto Continuum is a successful niche Institute specializing in Civil Defense Certification Careers and Diplomas
- Offers more than 10 different programs and has more than 500 students and alumni
- Due to its rapid growth the Institute had to adopt multiple applications to support their needs
- With the help of Cutting Edge Consulting and Odoo cloud software the company is on a journey to provide differentiated services and experiences to its students while improving control and efficiency
- Apps Used: Website, Accounting, Project, Studio

Pain points and solution

- Pain points
 - Lack of control of revenue and income
 - Students are not able to see the status of their accounts and scores
 - Stand alone website with little use and not mobile friendly
 - Overdue payments and reminders have to be managed manually
- Solution
 - Relaunching of website with easier backend maintenance and student portal access
 - Creation of student portal for invoice overview with direct payment gateway as well as student scores
 - Deployment of accounting application with bank integrations to reconcile payments and invoices
 - Automations: Fiscal invoices (SAT), due date notifications

Myanmar Technopreneur Academy



Background

- Located in Yangon, Myanmar MTA provides IT educational services for more than 10 years
- Distinguished in the marketplace by providing student oriented and flexible learning experiences. Offers programs for IT beginners and professionals in classroom and online formats
- Due to the challenging environment in Myanmar the academy is taking steps with the help of Cutting Edge Consulting to sharpen its market focus and re-tool its educational offer delivery
- Apps Used: eLearning, Website, CRM, Survey

Pain points and solution

- Pain points
 - Difficulty to scale the business as most delivery is done by instructor-led format and high dedication to each individual student
 - Decrease in student intake and revenue
- Solution
 - Re-tool the educational delivery model by using self-paced learning format (eLearning)
 - Re-define the marketing approach and sharpen the message to the right audience and channel
 - Develop new channels as Facebook is largely saturated
 - Manage campaigns through clear goals, metrics and learning cycles
 - Adopt CRM to keep track of opportunities and the sales funnel

Floreria Venezia



Background

- Located in the busy Universidad Ave in Monterrey
- Floreria Venezia has enjoyed more than 10 years of loyal customers and steady double-digit growth
- Offering products and services for multiple occasions (Valentines, Mothers Day, Wedding, even Funeral)
- With the help of Cutting Edge Consulting and Odoo cloud software the company developed its on line store and improved its customer experience with segmented promotions, loyalty program and gift cards; while improving its profitability
- Apps Used: Website, eCommerce, Accounting, Point of Sale, email Marketing, Marketing Automation, Social Media

Pain points and solution

- Pain points
 - Revenue focus without profitability insight
 - Physical store and Whatsapp channel demanding a lot employee time to answer queries and process orders/ payments
 - Undeveloped alternative channels: online store, POS, email
 - Slow deployment of promotions due to lack of integrated customer database
- Solution
 - Build responsive website enabling multi-county/ currency pricing
 - Online store with delivery date-time frame and delivery costs calculator
 - Management of segments and contact lists to execute differentiated promotions and channels
 - Enabled analytic accounting and cross/up sell strategies to improve profitability

Background

- Located in vibrant Yangon, Myanmar Linux Lab provides in IT Services to Telco and Banking sectors with multiple software products and platforms
- The core value adding processes of the company include: partnership development, incremental certifications for IT Engineers and sales incentives/ targets
- Since 2018 Cutting Edge Consulting has been part of Linux Lab's journey to become a performance driven organization
- Through a people focus and agile approach, the Financial, Customer, Partner and employees kpis and metrics have been put in place using Odoo cloud software
- Apps Used: Website, Accounting, CRM, Project, Employees, Payroll, Appraisal, Survey, Events, Recruitment

Pain points and solution

- Pain points
 - Absence of company and individual performance goals and metrics
 - Unclear job expectations and view of day to day process workflows (invoicing, sales, recruitment)
- Solution
 - Deployment of HR suite/ Payroll. Including Employee record to keep track of skills development, appraisals and time-off
 - Renovation of company website allowing more dynamic content and engagement with externals like job posting and events
 - Establish company goals and revenue targets that are tracked "live"
 - Adoption of CRM and Project Management to monitor from opportunities pipeline to partnerships renewals

Wolf Kitchen



Background

- Located in Yangon, Myanmar Wolf Kitchen specializes in meals and products that support Keto followers and life-style
- The company experienced accelerated growth and made preparations for an expansion raising capital from private investors. It grew from 2 employees to over 50 in less than 1 year
- Cutting Edge Consulting jumped on the train wireframing the mobile app. Instantly it became obvious that the company required an "End-to-End" ERP solution for the front and the backoffice
- ERP adoption is more about organizational readiness like setting up clear role matrix, building data: standard prices lists, recipes and addressing end user training/ support
- Apps Used: Website, Accounting, CRM, Project, Employees, Payroll, Appraisal, Survey, Events, Recruitment

Pain points and solution

- Pain points
 - Need for accounting and financial management
 - Need for website/ ecommerce to manage ordering process
 - Need for inventory, purchasing and manufacturing support
 - Need for employee management
- Solution
 - Front end suite: