

Interim project management electronics retail group

Client	Role/Function	Task	Duration
International Electronics Trading Group	Technology consulting and technical project management	Creation of a VoD platform with extended eCommerce offers	2 Yrs
Problem			
<p>In order to counter international streaming competition and digitize the company's own stationary store business by means of cross-channel marketing, the company will be provided with a digital video platform that will be enriched with music and eBook offerings.</p>			
Order			
<p>Design / Specification Provider management Requirements management and support of the overall project management with technical expertise (preparation of expert reports)</p>			
Result			
<p>The overall result with digital online media was increased substantially without cannibalizing the stationary business.</p>			