



## Case Study



**Icreon**

# AAMR Book Store

An online book store

**The American Association on Mental Retardation (AAMR) wanted to revamp their existing online book store in order to improve its performance, provide customers with enhanced functionalities and automate the process of publishing content to the website. Icreon delivered to them a revamped website that included back-end modules that enabled administrators to manage the online storefront.**

## Customer Profile

Founded in 1876, American Association on Mental Retardation (AAMR) is a US based organization that provides help and support to people with intellectual and developmental difficulties. Their aim is to promote progressive policies and research for people with such disabilities. AAMR publishes periodicals, papers, journals and books on mental retardation.

## Business Requirements

AAMR had an online store front to retail books, on mental retardation and intellectual disabilities, which they wanted to upgrade in order to provide better services and enhanced functionalities such as order tracking to their customers. Provisions were required to be made to enable AAMR members to get an additional 15% discount on their purchase.

## From ASP to the .net Framework - migrating and extending functionalities

Icreon designed and developed an all new online book store for AAMR. This e-commerce application was developed using .net framework, in order to increase its robustness and scalability.

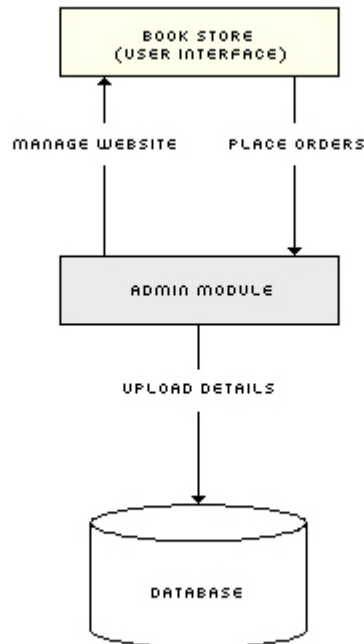
Through the online book store customers can search for books, browse through its details and place orders to purchase the same. Functionalities that enable customers to bookmark chosen books, print book details have been built into the application.

AAMR members can avail an additional discount on their purchase. While placing orders, AAMR members can provide their membership number, this information is passed to an external application which processes the request and authenticates the member, based on which discounts are provided to the customers.

Icreon developed an administrator module enabling administrators to manage the storefront. Through the interfaces provided, administrators can perform tasks to manage back-end users and grant them access to specific sections; manage details of publishers, upload details of books and view purchase orders.

Provisions have been made to enable administrators to download, as an Excel spreadsheet, a list of email ids of customers who have subscribed to newsletters.

Administrators can manage content, such as FAQs, appearing on the website.



**Architecture**

**Technologies used in developing this application are:**



## Summary

With the successful delivery and implementation of the online book store, Icreon provided AAMR with an enhanced platform to retail books. The back-end modules enable AAMR to easily manage and maintain the storefront.