



## Case Study



**Icreon**

# Care India

**CARE, an international relief organization, wanted to revamp its existing CARE-India website in order to automate the process of adding and uploading content. Icreon provided them with a solution based on a centralized Content Management System. Back-end interfaces were provided, using which, administrators could easily manage the content appearing on the website.**

## Customer Profile

CARE is one of the world's leading relief organizations whose main aim is to fight global poverty. They have projects running in more than 72 countries around the world. CARE started operations in India in 1950 and since then has provided relief and support to over 6.5 million individuals in over 100,000 villages across India. Much of CARE's work in India relates to empowering women and strengthening the social position of vulnerable groups.

## Business Requirements

CARE India wanted an update to their existing website. The site was a static one that required content and images to be manually uploaded to the server. They wanted a solution based on a customized Content Management System which would not only automate the upload process but also provide a centralized database to store and archive data.

## CARE India website

Icreon developed the website based on a Content Management System architecture.

### **WEBSITE MODULES**

The site is divided into two modules. They are:

#### **Administration Module**

Through the admin console, back-end users can manage content appearing on the website. Three predefined user logins with specific access levels have been created. These are:

- Communications Manager - Access to the entire website
- Communications Officer - Access only to News, News archives and Events section
- Customers - People who come to the Store and buy content

Icreon designed the website with easy-to-use interfaces to facilitate uploading of content, images and other documents, while provisions have been made to upload different file types such as .doc files, .pdf files, .zip files, .htm files, .xls files and attach them to the content appearing on the website.

### **Site Visitor Module**

This module is the main CARE India website (interface) where users can browse through all of the information about CARE. The website is divided into various sections that are populated with content tagged at the back-end, for this particular section.

Icreon also provides hosting and DNS management services to CARE India.

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



## **Summary**

The web solution developed by Icreon fulfills CARE India's requirement by providing them with a robust Content Management System that allows them to easily manage their website thereby providing them with a better platform to represent their programs and key focus areas.