



Case Study



Icreon

DVD Rentals

Our client provides movie DVDs on rent and sale to people all over U.K. They aspired to launch a subscription movie rental service. They envisioned that as the service grows into a successful venture, larger number of movie fans would be watching films and filmmakers would be reaching a larger audience. In turn, they anticipated that filmmakers would produce more films which would bring in more business. Icreon correctly analyzed their requirements and delivered to them an Online DVD Rentals Store.

Customer Profile

Our client, a UK based company, envisioned this venture in order to provide and facilitate online DVD Rentals, based on the Netflix.com model.

Business Requirements

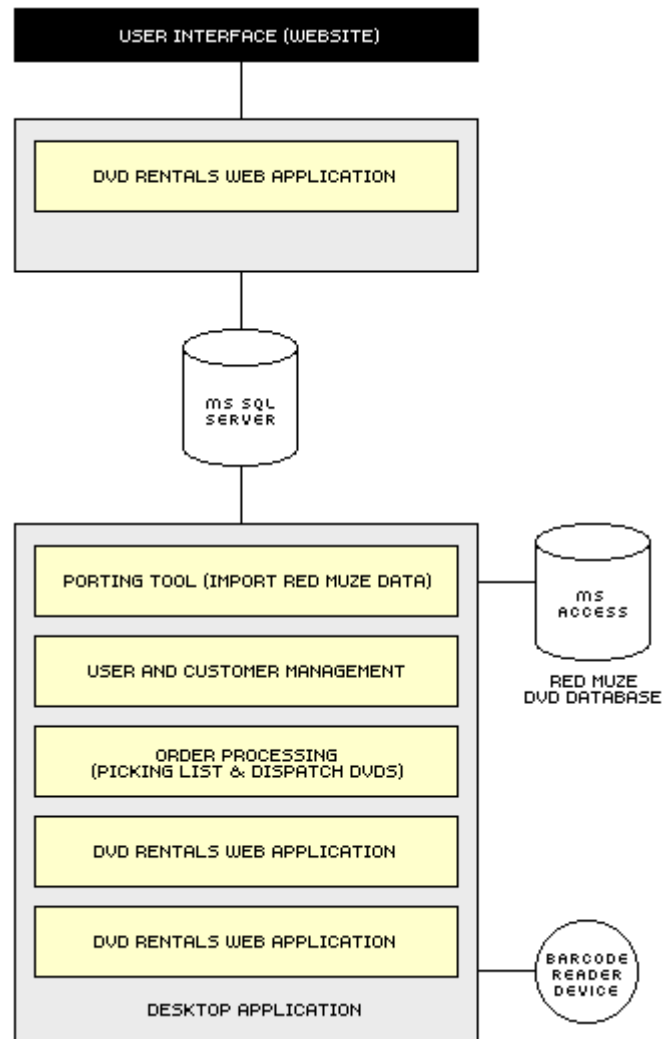
Our client's existing web based application was dated and they required a customized solution which would be a combination of both – a web based as well as a desktop application. They required this combined solution to enable customers to book DVDs online and manage corresponding backend processes as well. They wanted a solution that would meet the following requirements:

- Showcase existing DVD stock to website viewers.
- Provide the facility to book DVDs online.
- Provide business process services such as Inventory Management, Order Management and special scheme/discount management.

Enabling online DVD Rentals

Icreon developed an online DVD Rentals store - a unique solution with the following specific attributes giving it an edge over the other contemporary solutions:

- The solution is a combination of a desktop application and a web enabled application (described further, below).
- The web based application is based on templates and supports the creation of 'White Labels'.
- A third party database has been integrated with the application, providing latest information on movies released in the U.K.



Application Architecture

DVD RENTAL MODULES

The Desktop Application

Icreon implemented the Desktop Application with the following functionalities:

- A Porting Tool designed to fetch relevant movie information from a third-party database
- A User Management module for the website Administrator's use to enable Customer Search, View Customer Details, Product & Category Administration, DVD Search etc.
- An Order Processing Module to enable Administrators to regulate DVDs rented and sold; Automatic updates to the database for events such as dispatches and returns.

- Integrated with a Bar-Code Reader.
- Enabling and processing Schemes/Discounts/Vouchers/Points and integrating these with Customer purchase/rent trends.
- Content Management System to enable Administrators to manage aspects such as Account Information, Shipping Problems, Disc Problems and Billing Questions etc.
- Disc Replacement Feature – for end-customers.
- Overdue Management – Enabling Administrators to regulate late returns and charge customers accordingly.

Web Based Application

The Web Based Application (Online Library/Store) performs the following functions:

- Authorizes customers to book DVDs on rent or purchase them online.
- Enables customers to avail the benefits of various Schemes/Vouchers/Points etc.
- Enables authorized customers to post online reviews and ratings for various movies.
- Displays movie information fetched by the desktop application from a third party database and a personal database.
- A Preference Search Engine, to enable end-customers to search for movies based on fields such as Alphabetical Order, Ratings and Release Date.

Technologies used in developing this application are:

Microsoft
SQL Server 2000

Microsoft
Windows Server System

Microsoft
.net

Summary

Icreon successfully implemented and delivered the online DVD Rentals Store to the client. A third party database was integrated with the application thereby doing away with need for administrators to manually enter movie details. The application allowed our client to reach a larger subscriber base through the Online DVD Rentals Store from where subscribers could browse through and rent or buy movie DVDs.